



Black Friday Sales Plan:

20 Actionable Tips for 2024 Success

Black Friday Sales Plan:

20 Actionable Tips for 2024 Success

by iPos

Are you prepared to capitalize on the massive sales potential of Black Friday and Cyber Week?

With fierce competition and rising customer expectations, having a well-crafted strategy in place is crucial.

Last year, Adobe Analytics reported that U.S. online Black Friday sales reached a staggering \$9.8 billion, while 76.2 million were bought in brick-and-mortar stores. However, effectively managing stockouts, competition, and changing customer behavior requires careful planning and the right tools.

That's why we've put together 20 actionable tips based on proven strategies and current trends. These tips will help you stand out, attract new customers, and maximize your sales.

Let's get started on your Black Friday strategies today!

20 Tips to Boost Black Friday Sales with Easy

With shoppers on the lookout for the best deals, this black friday it's crucial to stand out and create a seamless, engaging experience.

Here are some easy-to-implement ideas that might help!

01 Create Early Buzz with SMS Marketing

Creating anticipation leading up to Black Friday is essential for getting customers excited.

SMS marketing is one of the most effective ways to achieve this. Sending personalized messages to loyal customers can offer early access to special deals or exclusive in-store promotions.

To do so, integrate your Point of Sale (POS) system with SMS Customer Relationship Management (CRM). Make sure to partner with a comprehensive POS provider **like iPos**. With SMS marketing, messages are delivered instantly, making it perfect for time-sensitive promotions and offers like Black Friday.

This direct and immediate approach helps generate excitement and drive traffic to your store.

Best for: In-Store, Omnichannel and E-commerce.

02 Build a Gift Card Program

Gift cards are always a popular choice during the holiday season. By offering promotions such as bonus cards or discounts when purchasing gift cards, you can increase both immediate sales and encourage customers to return in the future.



Integrating gift cards with a POS system can streamline the process for both businesses and customers. iPos, a robust point-of-sale system, simplifies **gift card creation** and redemption with seamless integration, ensuring a smooth experience for the future. Visit our website to learn more about how we can help your business succeed!

Best for: In-Store, Omnichannel and E-commerce.

03 Implement Special Black Friday Loyalty Programs

Offering a compelling **loyalty program** can turn one-time Black Friday shoppers into long-term customers. During Black Friday, provide double or triple loyalty points to incentivize spending and encourage future visits. This approach motivates customers to spend more during the event and return later to redeem their rewards.

Additionally, consider linking your Black Friday strategy to upcoming holiday sales. For example, a Toy store could offer loyalty points that can be redeemed during the holiday season.

It increases the likelihood that customers will return to purchase their Christmas gifts with your coupons or special offers. This cross-selling strategy will help attract more buyers.

Best for: In-Store, Omnichannel and E-commerce.

04 Offer Buy Now, Pay Later (BNPL)

Buy Now, Pay Later (BNPL) options like Afterpay and Klarna have surged in popularity, especially for high-ticket items. By providing BNPL options both in-store and online, you empower customers to spread their payments over time, making it easier for them to invest in pricier items like laptops and smartphones.

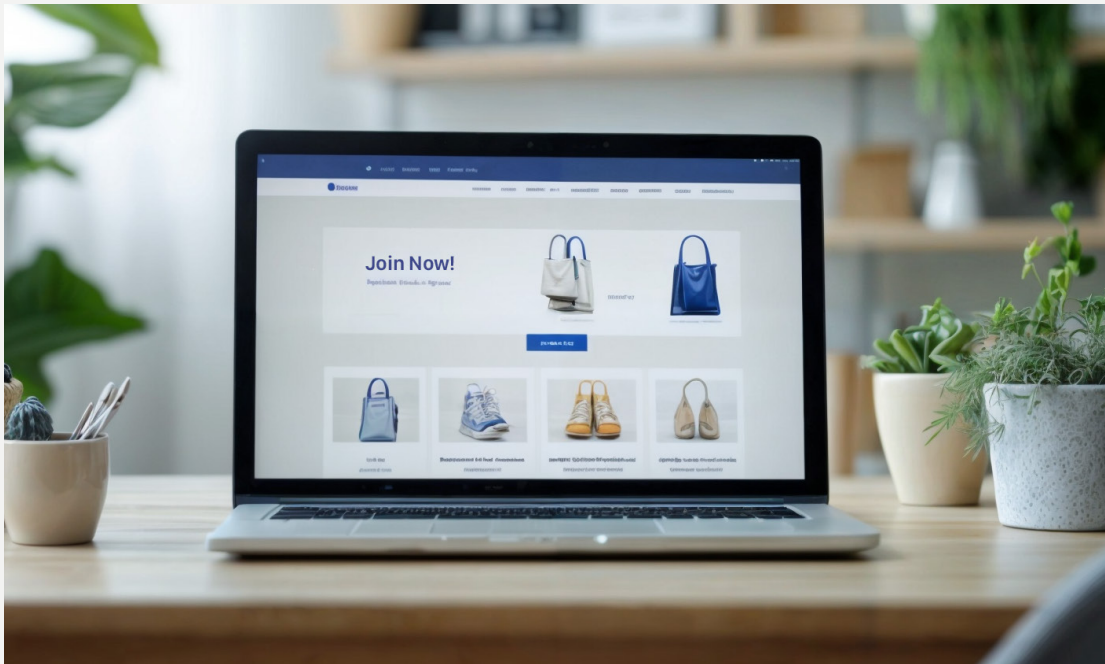
This added flexibility significantly enhances accessibility for budget-conscious shoppers.

Since the pandemic began, the number of Shopify merchants offering BNPL has skyrocketed by 60%.

Additionally, **recent studies from Forbes** indicate that shoppers utilizing BNPL schemes typically make purchases an average of 3.6 times per month. As a result, retailers who implement BNPL options have reported revenue increases ranging from 7% to 25%.

Best for: In-Store, Omnichannel and E-commerce.

05 Offer “Buy Online, Pick Up In-Store” (BOPIS)



BOPIS (Buy Online, Pick Up In Store) is a fantastic way to combine the convenience of online shopping with the immediacy of in-store pickups. Offering customers the option to shop online and pick up in-store can drive foot traffic and encourage additional purchases once they're in your shop.

According to **2024 statistics from Fit Small Business**, nearly one-third of U.S. consumers who made an online purchase opted for in-store or curbside pickup. With BOPIS sales in the U.S. reaching \$95.9 billion in 2022, this method accounted for 9% of all e-commerce sales.

Best for: Omnichannel.

06 Offer Dual Pricing

Incorporating payment strategies linked to special discounts, such as **Dual Pricing**, can give you a competitive edge. Offering small discounts for cash payments can help reduce credit card processing fees, thereby broadening your profit margins and providing payment diversity for your customers.

For example, a coffee shop could offer a 5% discount for cash transactions while continuing to accept credit/debit cards and digital wallets. This **pricing strategy** not only attracts more customers but also helps keep processing fees in check. To easily implement this strategy, you need a POS system with special capabilities for diverse payment options, like iPos. This allows you to maintain strict control over all your sales.

Best for: In-Store and Omnichannel.

07 Leverage Inventory Management Software

Managing inventory during Black Friday is crucial for maximizing sales opportunities.

With high sales volumes, an **automated inventory management system** helps keep stock levels under control.

By tracking inventory in real-time and automating reordering for fast-selling items, you can prevent stockouts.

Moreover, seamless integration between your inventory management software and your POS system saves time and minimizes errors. When sales and inventory are interconnected, you can avoid stock shortages and gather valuable data on top-selling items to refine your strategy for next year's Black Friday. In this regard, iPos can be exactly what you need. [Learn more here!](#)

Best for: In-Store, Omnichannel and E-commerce.

08 Bundling Products in Black Friday

Bundling products is a highly effective strategy for increasing the average order value (AOV) by encouraging customers to spend more while still feeling like they're getting a good deal. these offers are adaptable across various sales channels, making them ideal for in-store, omnichannel, and e-commerce businesses.

Retailers, such as Blenders Eyewear, often create bundles offering multiple products at a discounted price. For instance, a \$100 bundle might be offered at a 30-40% discount, which incentivizes customers to purchase more while the retailer benefits from a higher overall order value.

Best for: In-Store, Omnichannel and E-commerce.

09 Use Handheld POS and Self-Checkout Services



Reducing long lines is critical during Black Friday, and **handheld POS systems** or self-checkout kiosks can significantly streamline the purchasing process. These technologies allow staff to assist customers directly on the floor, while self-checkout offers a more independent, faster shopping experience.

For example, a clothing store could arm staff with **handheld POS devices, like iPos**, to complete transactions anywhere in the store. Additionally, installing a self-checkout kiosk would empower customers to check out at their convenience, minimizing wait times.

Best for: In-Store and Omnichannel.

10 Implement Tiered Discounts

Encouraging customers to spend more by offering tiered discounts is an excellent way to increase your average order value. The more they spend, the bigger the discount—perfect for clearing out inventory quickly.

An online home décor store might promote a tiered discount, such as “Spend \$50, get 10% off; Spend \$100, get 20% off.” This motivates customers to add more to their carts to unlock higher savings, driving up overall sales.

Best for: In-Store, Omnichannel and E-commerce.

11 Partner with Insurance Providers for High-Ticket Items

For retailers selling high-value items like electronics, **partnering with an insurance provider** adds value to your customers' purchases. Offering protection plans during checkout gives shoppers peace of mind and increases their trust in your business.

Electronics stores might partner with a company like Asurion to offer protection plans for smartphones or laptops, helping customers feel more secure about their purchases.



This creates a win-win strategy: customers gain security, while you, as a seller, earn extra profit and have a better opportunity to sell high-ticket items.

Best for: In-Store, Omnichannel and E-commerce.

12 **Develop a Robust Online Ordering and Delivery System**

Online ordering is more important than ever. Ensure your e-commerce platform or online ordering website is user-friendly. It must be seamlessly **synced with your POS** for truly effective results. This integration reduces mistakes, optimizes the sales process, minimizes staff requirements through automated online transactions, and collects valuable data that you can further use for marketing purposes or loyalty programs.

Additionally, having a reliable delivery system that can be tracked in real-time by both customers and providers is the cherry on top for your Black Friday sales. It not only optimizes delivery times but also enhances the customer experience.

iPosEats offers all these capabilities, from an optimized website at no extra cost to in-house delivery, bypassing the fees associated with third-party delivery apps. Everything is seamlessly connected. Learn here how we can help!

Best for: Omnichannel and E-commerce.

13 Implement Localized SEO

If you operate a physical store, localized SEO can help attract nearby customers looking for Black Friday deals. **According to Hubspot**, 46% of all Google searches are seeking local information. This means that nearly half of the search traffic is from users looking for products or services in their vicinity. In addition, 76% of people who conduct a local search visit a physical store within 24 hours.

Optimizing your website with location-based keywords ensures that your business appears in relevant local searches, driving both online and in-store traffic. This can drive significant foot traffic to your store, especially during high-demand periods like Black Friday.

Best for: In-Store and Omnichannel.

14 Provide Free Shipping

High shipping fees can deter customers from completing their purchases. There's no magic to it—reducing shipping costs encourages buyers to make a purchase, or even to buy more items. So it's cristal clear: offer free shipping during Black Friday and you will encourages more sales.

Best for: E-commerce.

15 Use AI-powered chatbots for Customer Support

AI-powered chatbots can be invaluable during high-traffic events like all compelling Cyber Week season. They offer instant customer support by answering queries, recommending products, and assisting with checkout, all of which significantly reduce the chances of cart abandonment.

According to statistics from TechReport, chatbots can engage 35-40% of users, leading to higher interaction rates and increased chances of completing a sale. Additionally, they can positively impact revenue by reducing cart abandonment by up to 25%.

Best for: E-commerce.

16 Use Customer Reviews to Improve Black Friday Strategies

Customer feedback from previous Black Friday events can be invaluable for refining your current strategy. Pay close attention to reviews that highlight potential areas for improvement, whether it's faster shipping, clearer product descriptions, or more effective promotions. If a previous year's review mentioned slow shipping, for instance, this would be a great opportunity to implement real-time tracking or improve logistics to enhance this year's shopping experience.

Best for: In-Store, Omnichannel and E-commerce

17 Cross-Promote Across Channels

For example, a beauty store can effectively implement this strategy using TikTok, Instagram, and in-store signs or live demos. Here are some effective actions on social media:

- Use popular hashtags like #BlackFridayBeauty and #BeautyDeals to increase visibility.
 - Host live sessions demonstrating how to use your products, providing real-time engagement with your audience.
 - Utilize Instagram Stories and Reels to highlight your deals.
- Creating a countdown can build anticipation and remind followers of the upcoming sale.



Additionally, set up demo stations in-store where customers can try out products. Offer mini-makeovers or skincare consultations to engage customers and encourage purchases. To incentivize visits, provide special discounts or gifts with purchases for in-store shoppers.

Best for: In-Store, Omnichannel, and E-commerce.

18 Leverage Local Promotion with ADS

Local businesses can benefit significantly from using targeted ads to reach nearby customers.

Advertising special Black Friday deals through platforms like Google Ads or Facebook Ads, targeting specific geographic areas, can drive local foot traffic to your store.

For example, a local bakery can effectively use targeted ads to showcase enticing Black Friday deals on seasonal treats. The bakery could create colorful ads on Facebook and Instagram, promoting offers such as “Buy a Dozen Cookies, Get Half a Dozen Free” or “20% Off All Pies.”

These geo-targeted ads would reach potential customers within a few miles of the bakery, ensuring locals are aware of the exclusive promotions. With iPosEats, you can also place and manage local ads assisted.

This service is a complement at not extra cost of online ordering and delivery service, providing a complete solution to maximize your Black Friday sales.

Best for: In-Store and Omnichannel.

19 Leverage Seasonal Promotions

Black Friday isn't limited to a single day, so you can extend your offerings whenever you want, as long as it is convenient. Actually, Best Buy last year started its early Black Friday sales on October 27, 2023.

This early start allowed customers to take advantage of deals well before the traditional Black Friday rush, making it more convenient for those who prefer to shop early and avoid the crowds.

Best for: In-Store, Omnichannel and E-commerce.

20 Prepare for Future Black Friday Strategies

Finally, **leverage the data** collected from this Black Friday season to enhance your future strategies. This is almost a mandatory action and a proactive tactic. By tracking sales performance, customer behavior, and feedback, you'll gain valuable insights into what worked and what didn't.

This data will be critical for refining your approach next year.

When all sales data is synced with your POS system, tracking key metrics becomes effortless. For example, analyzing which products sold the most or when customer traffic peaked can help you optimize inventory, promotions, and marketing for the following year, ensuring even greater success.

Best for: In-Store, Omnichannel and E-commerce.

Wrapping Up: **Maximize Your Black Friday Success**

While there are numerous strategies you can apply, it's important to focus on the ones that truly align with your specific business needs—after all, you're not Amazon, IKEA, or Starbucks. Choosing the right strategies will help you effectively allocate your budget and human resources.



On the other hand, **harnessing the right technology** can significantly enhance your performance this Cyber Week and Black Friday season. With customers becoming increasingly demanding, it's essential to offer a variety of payment options, utilize multiple promotional channels, manage your stock effectively, prepare your staff thoroughly, and implement the best sales strategies.

Ready to elevate your holiday sales? iPos provides everything you need for omnichannel sales, inventory management, pricing, and **staff performance tracking**. Our budget-friendly platform offers **a simple flat fee** with no hidden costs, fast installation, and 24/7 support. Don't get left behind—schedule a meeting with our team today!

Let iPos help you turn this Black Friday into your biggest success yet! Contact us today for a free consultation.

[Request a demo today! >](#)



Black Friday Sales Plan:

20 Actionable Tips for 2024 Success