

YOUR ULTIMATE PLAYBOOK

How to conquer Black Friday with Live Shopping



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What this playbook is and what it isn't

We promise that the advice in this playbook won't simply be to "cut your costs and make better offers than your competitors". In fact, lowering your prices further may not even be an option for you if you want to keep a healthy bottom line. Luckily, there are other and more beneficial ways to get on board the Black Friday and Cyber Monday bandwagon.

In this playbook, we will teach you how to conquer Black Friday (and Cyber Monday), and make the most out of this wildly popular shopping event. Whether you are a brick-and-mortar store, a webshop or a hybrid, we have got you covered. All tactics mentioned here may not apply to you, but you can be sure to gain some valuable insights which will help you prioritize your efforts.

Let us show you how...



Christian VesterCEO & Co-Founder at Sprii



Get ready to launch your Black Friday



Black Friday and all its spinoffs!

As an E-commerce or Retail professional, we're sure that you're pretty clear on all the Black Friday lingo, but here's an overview before we get into the meaty chapters of this eBook:

Black Friday is the last Friday in November, is generally considered to be the biggest shopping day of the year (and the day companies go from being in the "red" to the "black" - hence the name).

The huge popularity of Black
Friday has led to the creation of
Cyber Monday, another shopping
day, which differs from Black
Friday in that most of the deals and
offers take place online.



Black Friday vocab!

Black Friday: The Friday following Thanksgiving

Cyber Monday: The Monday following Black Friday

Black Week: The week around Black Friday

Black Month: The month around Black Friday



Black Friday: the stats

Shopify recently reported that their merchants reached a record \$9.3 billion in sales over the Black Friday/Cyber Monday period: a 24% increase from last year.

The average cart price was \$108.12 in 2023.

67% of UK consumers plan to buy something during Black Friday.

The average discount offered to customers on Black Friday and Cyber Monday in 2023 was 31%.

People spent about 70% of their Black Friday purchases on gifts.

In the UK, retailers reported that **57%** of Black Friday shoppers were new customers.





Black Friday + Live Shopping = a magical mix!



How does Live Shopping work?

Live Shopping sounds intriguing, but how does it actually work? Simply put, Live Shopping is the practice of showcasing and selling products through live video streams via social media and your website.

You can use it to teach viewers how to take the best care of each item, show them how your products work in real life, and even model your items so they can see how they fit (or don't fit).

It's also a great opportunity to entertain and interact with your customers, build community, and add a face and personality to your brand.

Watch how Live Shopping works



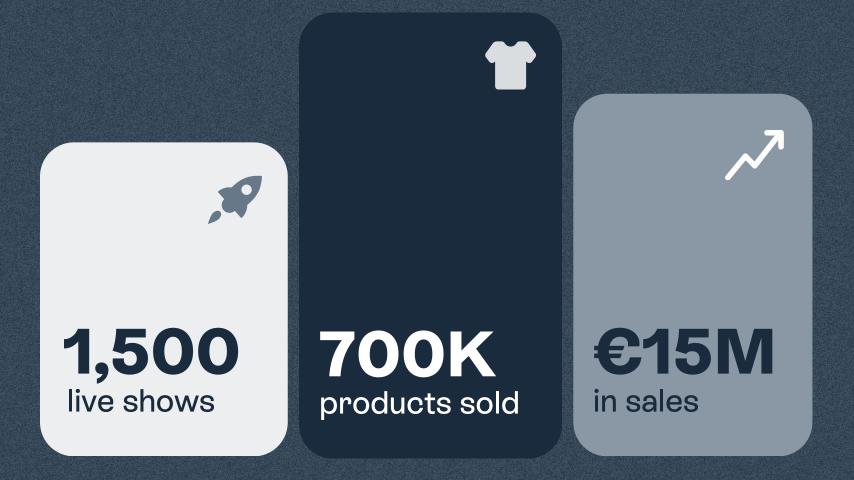
Sprii in action!

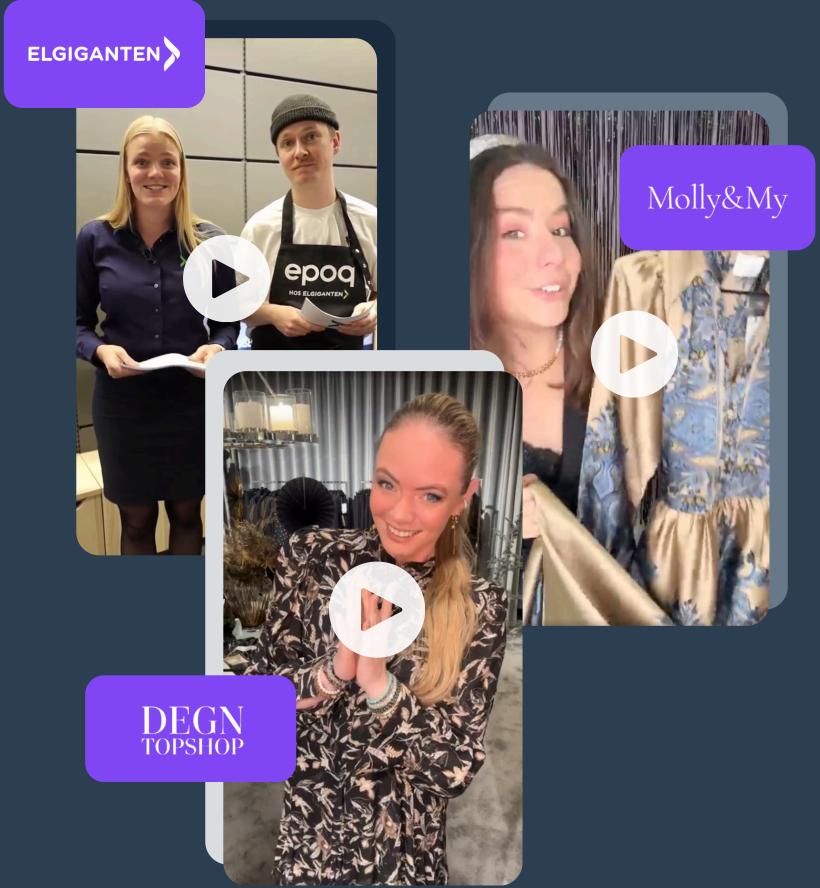
During a Live Shopping event, Sprii automatically replies to comments, creates orders for your customers, sends them a link to their basket, and handles payment and shipping.



Live Shopping during Black Month

Black Month at Sprii was a busy period for our customers. Here are some Sprii stats from Black Month 2023, as well as some inspirational Black Friday customer stories.







Top5 strategies to smash your Black Friday sales



Plan, plan, plan your Live Shopping events

Black Friday happens only once a year so it's important to be prepared. It is one of the most important retail events of the year, so you want to ensure maximum engagement and audience size for your Black Friday events. We have created a prep list to make sure you are asking all the right questions in preparation for the big event.



Your prep list

- What products will you showcase?
- What discounts will you offer?
- When will you go live? In the day or in the evening?
- Will you use an influencer in your live show?
- Will you stream only on Black Friday, or will you host other events in the lead up?



Highlight the ease of Live Shopping

During the craziness of Black Friday, Live Shopping stands out as a very attractive option for potential customers who are looking to avoid the crowds and long queues in stores, saving valuable time and reducing frustration.

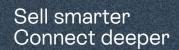
Live Shopping allows customers to browse and purchase products from the comfort of their own homes, avoiding crowded stores and the associated stress. Moreover, it provides an interactive and personalized shopping experience, with hosts and influencers showcasing products, answering questions, and offering recommendations in real-time.

Overall, Live Shopping not only enhances convenience but also offers a more engaging and efficient way to shop.

What to highlight for your customers:

- Avoid long queues and crowds
- Save time and money
- Learn about products in real-time







Use multiple channels to stream your live events

During Black Friday and Cyber Monday, people are going to be active on all channels so you, as a business, need to be active too!

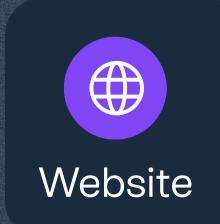
By streaming your Live Shopping event on multiple channels, businesses can reach a wider audience and thus enhance brand visibility and customer engagement.

This is particularly valuable during Black Friday and Cyber Monday, when customers are deliberately hopping from platform to platform in search of the best deals possible.

Sprii allows you to stream across Facebook, Instagram, and your own website simultaneously, with no extra effort!



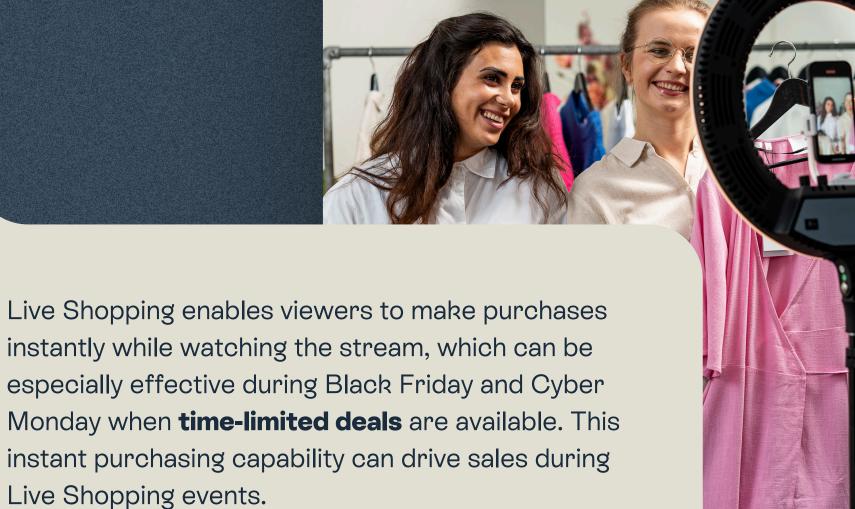






Tap into people's fear of missing out

During Black Friday and Cyber Monday, potential customers often experience an intense pressure to participate in the shopping frenzy, driven by the fear that they will miss out on the best deals and discounts if they don't join in.





Create hype & excitement during your events



The beauty of Live Shopping is that it can be used in so many ways. This is particularly valuable during Black Friday and Cyber Monday when businesses are looking to engage their viewers in as many ways as possible.

Here are **3 ways** to create hype and get customers excited about your Black Friday events so you can achieve your revenue goals.



3 ways to create hype



Host events in the lead up to your Black Friday or Cyber Monday event - offer teasers or FAQ sessions about certain products to build anticipation.





(2)

Decorate your filming area - use balloons, streamers or banners to make your show extra special.



Encourage viewers to attend your Live Shopping event by offering products that are exclusively available during your Black Friday and Cyber Monday shows.



Sprii in action!

Overlays with phrases such as "selling fast", and "today only". Hosts can also use Sprii's countdown timer to build a sense of urgency.







Black Friday is just the beginning

Black Friday (and all its spinoffs) represents an awesome opportunity for brands and retailers to boost sales and acquire new customers. However, don't abandon them once the frenzy is over. With Live Shopping, you can maintain an unwavering focus on customer engagement beyond your Black Friday events.

There are lots of tools and tactics you can adopt to achieve your goals. By continuously engaging with shoppers and understanding their preferences, you'll remain relevant, top-of-mind, and encourage repeat purchases throughout the year.



More resources



Learn how to promote your live events

Download now



Successful Live Shopping step-by-step

Download now



5 essential Live Shopping stories

Download now



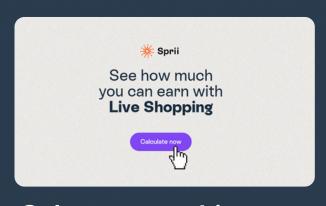
Learn from 5 leading voices in Ecommerce

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Creating a successful Sprii campaign

Watch now



Calcuate your Live Shopping revenue

Calculate now







Book a demo

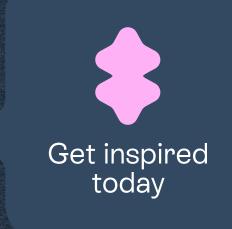
Try now

Get started today

Are you ready to join the Live Shopping movement?

Begin your journey with the award-winning Sprii platform by trying now or reaching out to our team of Live Shopping experts today. This is your chance to witness first-hand how Sprii can elevate your retail success to new heights!







Sell smarter Connect deeper