



ONE TREE
VOUCHER SOFTWARE



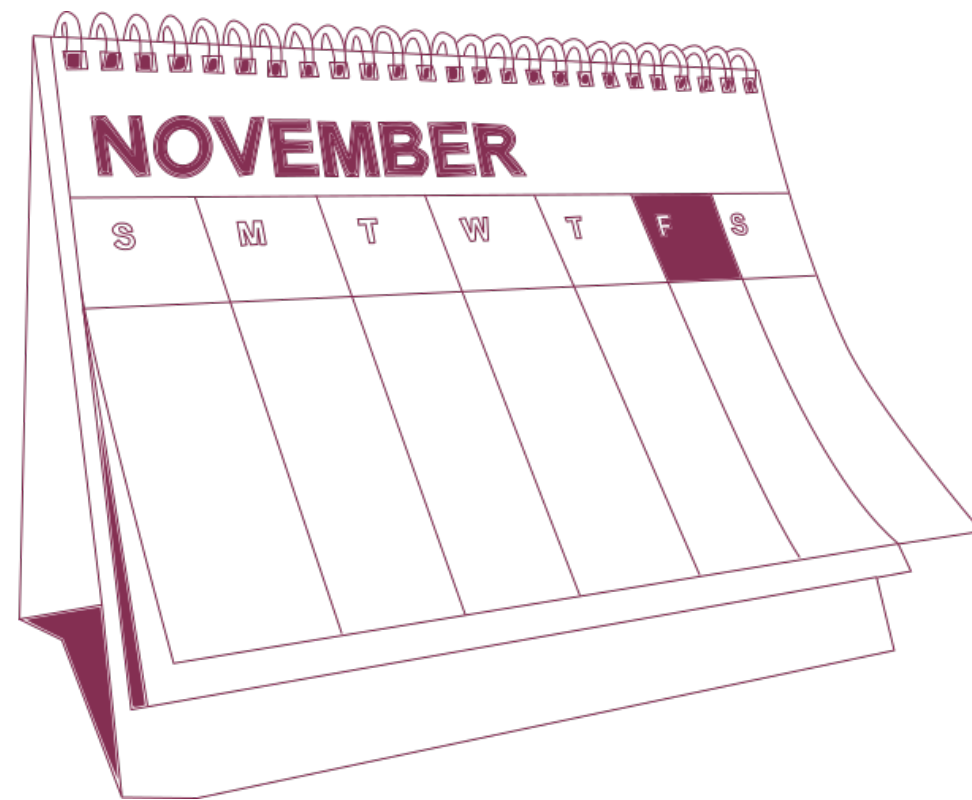
How to run a successful Black Friday sale

**PREPARE FOR THE PEAK SALES SEASON
WITH SPECIAL OFFER VOUCHERS**



Save the date

- ▶ **Friday 27th November 2020**
- ▶ 1 Day, 4 Days, 1 Week, 1 Month!
- ▶ Buyers react to digital promotions within a short period – grab their attention fast and keep sending out reminders.
- ▶ Keep your sale simple and short. Allow customers time to react but maintain a sense of urgency.





Choose what you want to offer

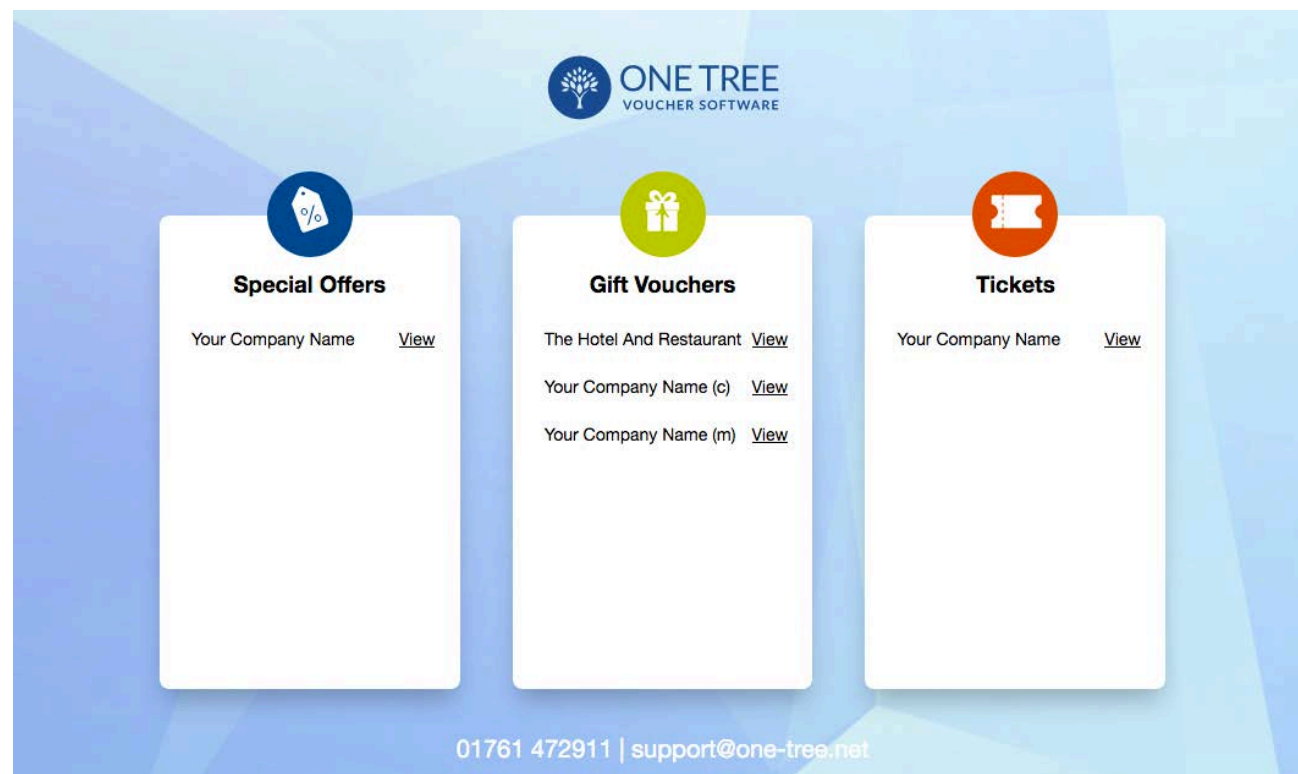


- ▶ % discounts, 2 for 1, BOGOF, £50 off, save £100, added value
- ▶ You generally need to offer at least 20% off (or the equivalent) in order to interest customers.
- ▶ Try out a headline deal and use it as a lead draw.
- ▶ Choose when offers are redeemable at your venue and fill up excess capacity.



Create your offers

- ▶ Set up a Special Offers system with One Tree.
- ▶ Let us know if you would like us to activate your account.
- ▶ Log in and create your offers yourself. You control the details.
- ▶ Remember to publish the vouchers when it is time for your sale.
- ▶ All vouchers are sent out automatically by email.





Organise a campaign

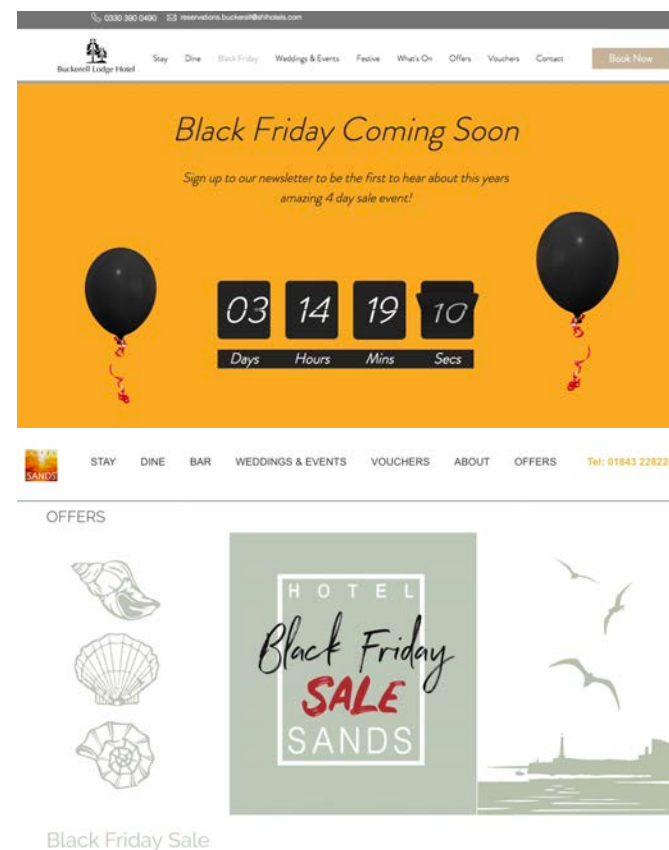


- ▶ Create a simple schedule for how you're going to advertise your offers.
- ▶ Create a series of posts, emails and graphics that follow a theme and a narrative.
- ▶ Schedule posts if necessary.
- ▶ Download our sample marketing schedule if you would like a guide.



Promote in advance

- ▶ Email your marketing list.
- ▶ Create a buzz around your offers.
- ▶ Landing pages are a great idea!
- ▶ Use hashtags like #blackfriday #blackfridayoffers #Christmasgifts
- ▶ Base your promotions around a narrative and keep them going throughout the sale.
- ▶ Visit our [Promotional Materials Library](#) for helpful materials.





Promote during the sale



- ▶ Run paid for, promoted social media posts if you can.
- ▶ Use eye-catching imagery and link every promotion back to the Special Offers page on your website.
- ▶ Make use of Facebook Offers.
- ▶ Don't forget the power of email marketing. Keep reminding your mailing list that you are running a sale.



Keep promotions going

Upcoming Sales Dates Packages



Black Friday



Christmas 1



Christmas 2



Christmas 3

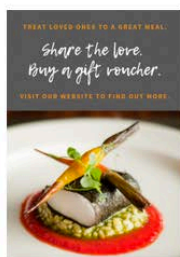


Christmas 4

Generic Packages



Breakfast



Food



Lilac



Pink



Spa

- ▶ Stay connected with your customers after the sale, reminding them about your gift vouchers and other Christmas offerings.
- ▶ Most shoppers will buy online this year and worry about delivery times, so be sure to advertise the instant delivery of your gift vouchers.
- ▶ Make the most of One Tree's ready-made posts and resources.



Sell, Sell, Sell



- ▶ Start Early
- ▶ Use Images
- ▶ Use multiple channels
- ▶ Pay to promote
- ▶ Keep going
- ▶ Schedule releases to save stress
- ▶ Switch to Gift Vouchers



Let's get started!



Thank you for listening. If you have any questions or are interested in activating a One Tree Special Offers account ready for Black Friday, please don't hesitate to [get in touch](#).

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