

# Black Friday Special Offers - Promotions tips

Hints, tips and marketing ideas for a successful sale



## Steps for success

Your special offers online voucher shop is set up and you can be confident that all vouchers bought during the sale will be sent out by email by One Tree.

But the success of the sale hinges on a clear communications campaign to attract buyers to your page – which is in your hands.

This short presentation runs through who to target and provides ideas on channels to reach your potential customers.





## Who will you target?

Existing customers who know your brand and are looking for a great deal.

New prospects in the local market who live within driving distance - as well as hotel guests (if applicable) who can be encouraged to stay at your property if offered a discounted rate.

The sale can act as a loss-leader to introduce a new clientele or reward loyal customers and offer vouchers provide a potential upsell when it is used.





# Create a theme

- Create a theme for both copy and graphics to use throughout the promotion.
- There are four graphics packages available on our resources page to use - or take inspiration from these ideas to design your own.
- Canva, the design app, also provides multiple templates for Black Friday sales.
- Copy focuses on the discounts – e.g. Luxury for less, 20% off ... Two for One etc and guides buyers through the phases of the sale and how to buy the voucher.
- Use your theme at every touchpoint with prospects from adverts, through to emails and the images on the web offers.
- Remember to include calls to action (links) to your Offers web shop.





# Marketing Materials

Choose a theme and apply it across all promotions to sell the discounts.

[Click here](#) to browse our Promotional Materials Library.



Poster



Email or website banner



Poster



Email or website banner



Social media post 1



Social media post 2



Social media post 3



Social media post 1



Social media post 2



Social media post 3



Gift Item Image 1



Gift Item Image 2



Gift Item Image 3



Gift Item Image 1



Gift Item Image 2



Gift Item Image 3





# When will you run promotions?

Black Friday on **28th November 2025** is the anchor for your sale.

Some brands start their sales before the Friday, and some run the sale just for 24 hours. However, a sale starting on Friday and extending over the weekend gives prospects long enough to notice your offers and make their purchase. It also defines a reasonable length of time to run promotions.

Promotions should be continued throughout the period of the sale to keep up interest and generate revenue, so very long sales periods can be more challenging to manage. They may not generate much additional income.



BLACK  
FRIDAY  
#SALE



## When to run the promotions

### The week before

- Online teasers for the sale

### Start of the sale – Black Friday

- Launch email and supporting social media

### Mid way through

- Reminder email and social media ads/posts

### Towards the end of the sale

- Final offers/ending soon/don't miss out email





# Consider multiple channels to reach your prospects

The popular 'rule of 7' states that consumers need to see a marketing message seven times before taking action.

This can be achieved by making use of offline advertising opportunities within your venue, as well as multiple digital channels such as email marketing, social media and your website.

If your offers are appealing and your prospects are already familiar with your brand, the number of times you need to hit prospects may be lower, but the key takeaway is that communications about the sale must be repeated to attract the attention of buyers.





## Online: Email Tips

- Email is the most direct and measurable route to reach your potential customer, although of course you do need an active mailing list.
- Download the opted-in email addresses from the reporting page on your One Tree Gift Voucher System to add to your master list.
- Email signatures on standard business emails that include clickable links to the online voucher shop also begin a smooth purchase journey for your customers.





# Online: Email Set up the campaign

Create an email campaign to promote the sale.

Recipients of emails respond quickly to the messages, but the emails soon disappear down the inbox, so it is important to send out a series.

- Pre-sell the Black Friday sale the week before
- Announce the start when live
- Keep up momentum mid-way with messages
- Announce the end of the sale a few hours before the close – Ends at midnight etc.

Re-send your emails to the non-openers. This improves open rates with very little extra effort.

Vary subject lines to promote different aspects of your sale.

Write the emails in advance of the Black Friday weekend and schedule each one to go out at pre-arranged times.

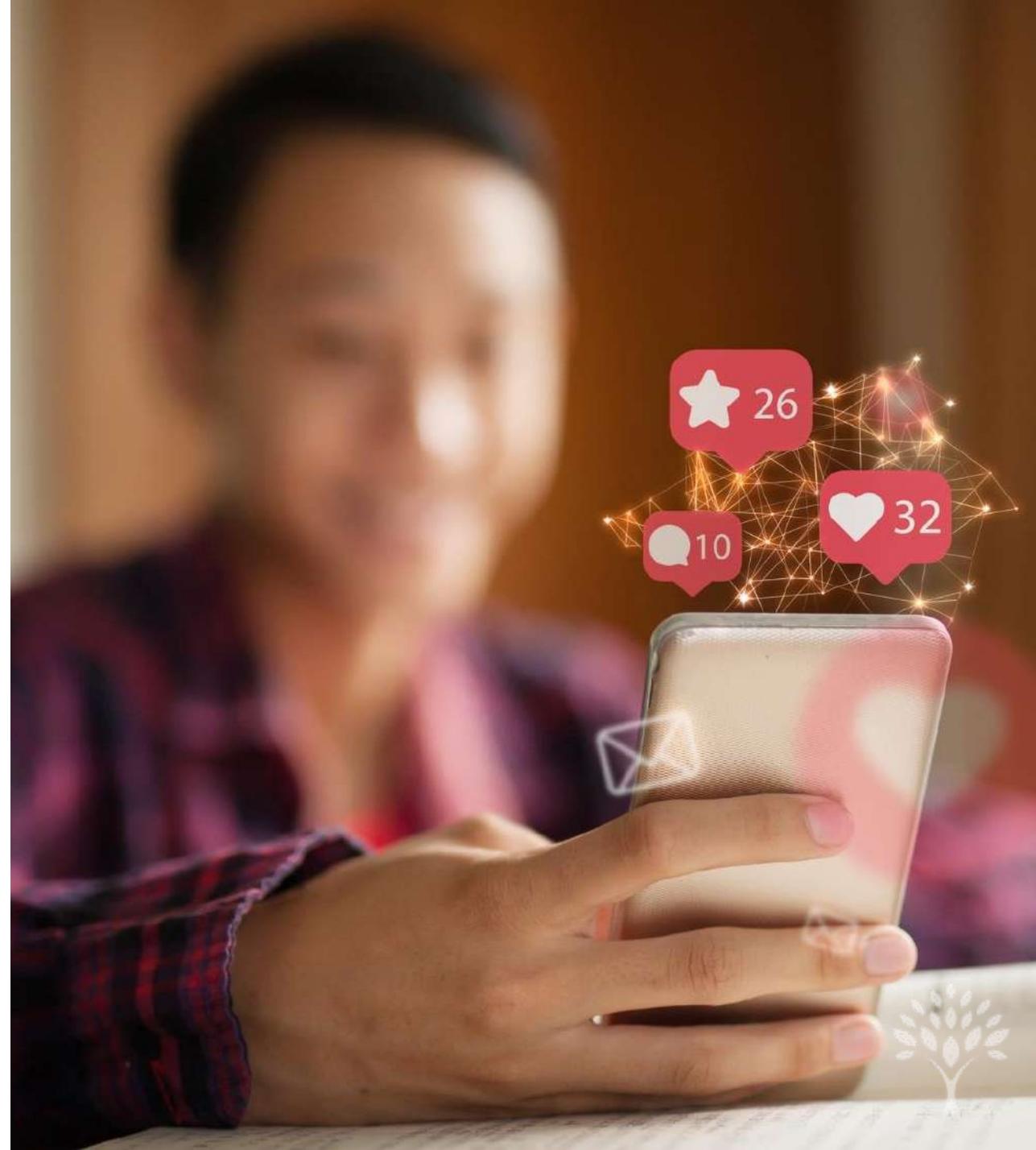
Keep an eye in One Tree on how your offers are selling. See Manage offers / Table view for a breakdown. If you have sold out, you can stop the promotions or add more vouchers to carry on with the sale.





## Online: Social Media

- Send out frequent social media posts mentioning your voucher sale. Paid ads can be more effective in view of the drop in the reach of organic posts. Always link back to your voucher shop – remember this has to be set up in the Bio on Instagram, not in the post.
- Test different channels or use the channels your clientele usually respond to.
- Check links to make sure that it's easy for the prospect to reach the shop.





## Online: Website

Depending on the functionality available on your website you can add the following to signpost your sale:

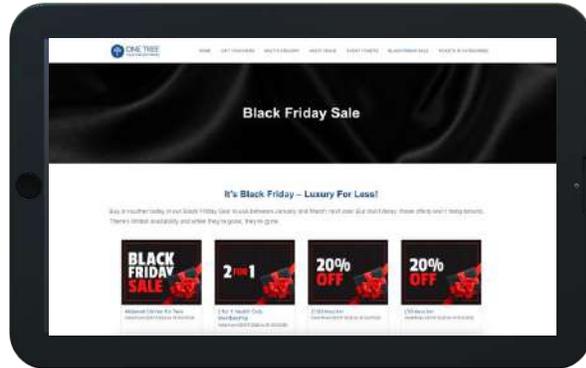
- Promotional images or graphics on your home page
- An announcement bar
- Pop ups

**Remember to add links to the voucher shop page.**





# Offline: Digital Displays



## Ipads

Allow guests to interact with and browse your online voucher sale.



## TV Screens

Keep your sale front of mind by displaying adverts for the discounted vouchers.



## Displays at Reception

Promotes the sale as people arrive and leave.





## Offline: Printed Posters

Create a promotional poster and add a frame

- Place on the reception desk
- Put up in the ladies' loos

A simple announcement can be enough to make an impression to lead to a sale.

Vouchers can be generated manually from the Special Offers System if customers want to order in person.





## On-hold Message

*"Thank you for calling. Please leave a message ...*

*And don't forget our Black Friday Sale. Head to the offers page on our website for remarkable discounts on xxxxx."*





# Printed Flyers

The same gift voucher graphics can be used in different situations, from small flyers to larger adverts. Remember to include a call-to-action to take prospects to the online voucher shop.





# Launch: Ready to go?

1. Create an action plan
2. Roll out actions in stages
3. Have all aspect ready well in advance of the sale dates
4. Inform staff

Action	Week 1	Week 2	Week 3	Week 4	Responsible	Complete
Define Target Market						
Existing Mailing List						
Social Media Followers						
Social Media Ad Targets						
<b>Message</b>						
Establish theme/Copy						
Theme ideas – experiences						
<b>Off-line Materials</b>						
Posters						
Flyers						
Tent cards/business cards						
Digital display slides						
Company materials/ brochures						
On-hold Messages						
Print ads						
<b>On-line</b>						
Client Newsletter						
Social Media organic posts						
Social Media paid ads						
Email Signatures						
Website pop ups						
Online Brochures						
<b>Launch Campaign</b>						
Inform Staff						
Arrange training						



# Next Steps



If you would like to have a Special Offers Voucher System added to your One Tree Account, please contact us. We're also very happy to talk through the promotional ideas with you. The more effective the promotions, the more successful you're likely to be.

Please email [support@one-tree.net](mailto:support@one-tree.net) or call 01761 472911 for further assistance.

