

Copy Ideas to promote a Black Friday Special Offers Voucher Sale

Opening the sale

XX% off this weekend only - Black Friday Sale
It's here – our Black Friday event
Selected offers – XX% off
Luxury for less. Save 20% in our Black Friday Sale
Open for special deals this Black Friday
Extravaganza Alert – Enjoy savings this Black Friday
This way for XX% off
XX% off just for you
Open for special deals
The sale you've been waiting for
Flexible vouchers for less
Save with our flexible vouchers
For subscribers only: Early Black Friday Sale access
Voucher sale event now open
XX% Extra value: Black Friday vouchers for you
Treat yourself to some me time in our sale
Save more on accommodation in our sale

Mid-way through

Don't Miss Out – limited offers – when they're gone, they're gone
Save more, enjoy more in our sale
Discover exclusive savings in our Black Friday Sale
Black Friday sale - extra value for our VIPs
Treat yourself for less
Big savings in our accommodation sale

Towards the end of the sale

These offers are (almost) sold out
Sale ends at midnight
When they're gone, they're gone – check out our voucher sale – ends tonight
Finishing tonight
Last few hours to save XX%
XX% off ends soon
Last chance to save in our Black Friday sale
Final hours – last chance for big savings
Treat yourself now – these offers are about to end