



Consumer Chapter

Q4 Paid Media Blueprint:

Learn the Ad Tactics That'll Drive Peak Ecommerce Sales



Eric Farmer

CEO of Wallaroo Media



October 12th



12:00PM-1:30PM



Silicon Slopes HQ

2600 Executive Pkwy #140, Lehi, UT 84043

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Retention.com's identity resolution software helps Shopify merchants recover lost shoppers and increase Klaviyo flow revenue by 2-3x.

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Lower acquisition costs, acquire more customers, and boost revenue

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Retention.com's identity resolution software helps Shopify merchants recover lost shoppers and increase Klaviyo flow revenue by 2-3x.

We expand your email list by identifying website visitors, even if they don't fill out a form.


Lower acquisition costs, acquire more customers, and boost revenue – Try Retention.com today

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WARBY PARKER

11.5x ROI
In the first 12 months using Grow




kizik

\$280k/Mo
\$280k/mo incremental first 30 day total flow revenue



jolie

10x ROI
175k net-new emails added in 8 months



Bonafide

About Me

- I live in Pleasant Grove with my wife, our 4 kids, and yes, we have a goldendoodle
- I'm the CEO at Wallaroo Media where we help DTC brands scale their revenue with ads:
 - Unparalleled creative strategy
 - Strategic media buying
 - High-converting landing pages
- I started with Google Ads in 2008





@ericdfarmer



/ericdfarmer



@ericfarmer



Today's Agenda

01 2022 BFCM Stats

02 The Ad

03 The AOV

04 The Offer

05 The Timing

01

2022 BFCM Stats

Last year, **52 million** consumers worldwide purchased from independent brands powered by Shopify, **a 12% increase from 2021.**

*All of Shopify's 2022 Black Friday Cyber Monday data is based on sales by Shopify merchants across the world from November 24th 11:00 UTC to November 29th 08:00 UTC.



Shoppers' spend climbed across many countries,
with consumers globally spending **on average**
\$102.10 per order throughout the weekend.

*All of Shopify's 2022 Black Friday Cyber Monday data is based on sales by Shopify merchants across the world from November 24th 11:00 UTC to November 29th 08:00 UTC.



Black Friday saw the highest shopping volume moment during the weekend, with peak sales of **more than \$3.5 million per minute** at 12:01 AM EST on November 25.

*All of Shopify's 2022 Black Friday Cyber Monday data is based on sales by Shopify merchants across the world from November 24th 11:00 UTC to November 29th 08:00 UTC.



The top-selling cities shoppers made purchases from include **London, New York,** and **Los Angeles.**

The **United States, United Kingdom,** and **Canada** were among the top-selling countries worldwide.

Top 3 product categories by sales volume:

- Apparel & accessories
- health & beauty
- Home & garden

BUY NOW PAY LATER usage was up 78% the week of Black Friday compared to the week before.

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73% of BFCM sales were made on mobile devices
compared to 27% on desktop.

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02

The Ad

AIDA FRAMEWORK

Grab **ATTENTION**

Black Friday Exclusive: 30% Off Sitewide

Pique **INTEREST**

Discover the must-have men's dress shirt of 2023

Create **DESIRE**

Feel more confident than ever in board meetings

Take **ACTION**

Buy yours today while supplies last!



AD COPY

Use power words that triggers a specific emotion or a desired reaction.

- **FOMO** – Exclusive, Limited Time, Essential, Don't Miss Out
- **Urgency** – Hurry, Today Only, Flash, Last Chance
- **Promotional** – Free, Sale, Savings, Discount, Steal, Offer, % Off



AD CREATIVE

Use a variety of ad types

- Statics
- Stop-motion
- Videos
- Carousels
- UGC



BFCM Creative Checklist

Traditional Sale Creative

Consider these types of creative:

- Static images with bold text overlay that communicate sale quickly
- Animations with text communicating sale details
- Short and sweet ad copy with sale details so it's easy to scan



Early Bird Black Friday

BUNDLE & SAVE

GET 30% OFF

OUR EARLY BLACK FRIDAY SALE

COMPLEMENT
Unflavored Organic Protein

COMPLEMENT
Unflavored Organic Protein

COMPLEMENT
Unflavored Organic Protein

PLANT-BASED PROTEIN POWDER MADE WITH REAL FOOD INGREDIENTS

100% WHOLEFOOD SOURCES

12% Almond	6% Chia Seed
82% Almond	84% Pumpkin Seed
8% Chia Seed	11% Sunflower Seed
84% Pumpkin Seed	57% Yellow Pea
11% Sunflower Seed	
57% Yellow Pea	

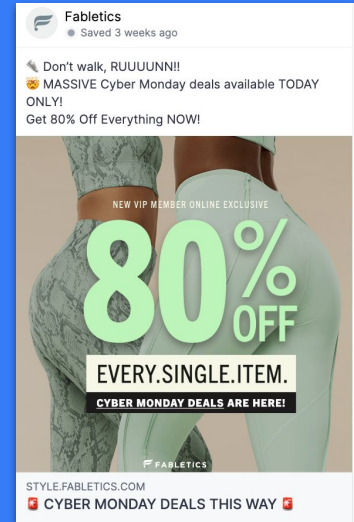
NEW VIP MEMBER ONLINE EXCLUSIVE

80% OFF

EVERY.SINGLE.ITEM.

CYBER MONDAY DEALS ARE HERE!

STYLE.FABLETICS.COM



Fabletics

Saved 3 weeks ago

Don't walk, RUUUUN!!!
🛒 MASSIVE Cyber Monday deals available TODAY ONLY!
Get 80% Off Everything NOW!

NEW VIP MEMBER ONLINE EXCLUSIVE

80% OFF

EVERY.SINGLE.ITEM.

CYBER MONDAY DEALS ARE HERE!

STYLE.FABLETICS.COM

CYBER MONDAY DEALS THIS WAY



Petal & Pup

Saved 3 weeks ago

Cyber Weekend Continues! Last chance to shop 50% OFF selected styles 🛒

cyber weekend

50% OFF

SELECTED STYLES

SHOP NOW

PETALANDPUP.COM

FINAL HOURS

Shop Now



Ray-Ban

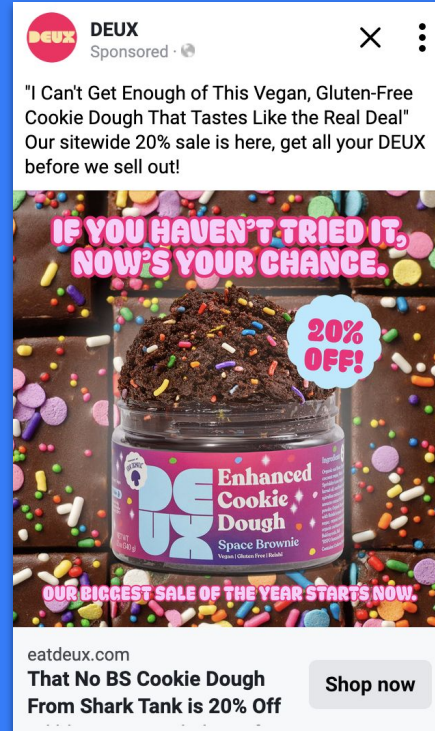
UP TO 50% OFF SITEWIDE* & A \$30 VOUCHER



FRIDAY

Ray-Ban

Top Ads with BFCM Callouts

- Take top performing evergreen ads that are still relevant and add elements to BFCMize them such as:
 - Scrolls with the BFCM details
 - Sticker callouts
 - Copy callouts



DEUX Sponsored ·  

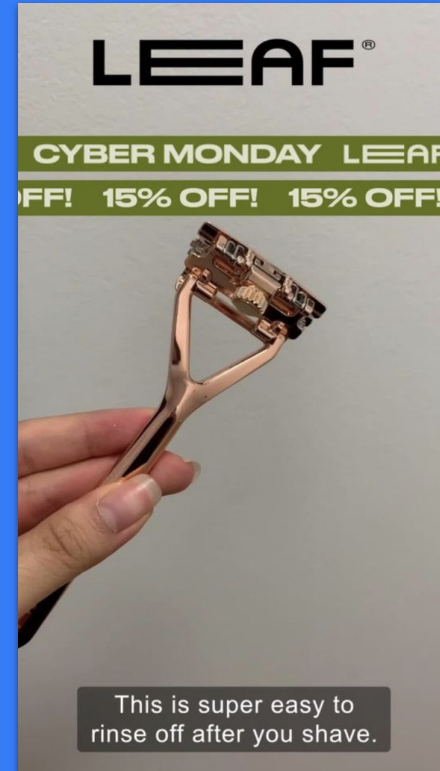
"I Can't Get Enough of This Vegan, Gluten-Free Cookie Dough That Tastes Like the Real Deal"
Our sitewide 20% sale is here, get all your DEUX before we sell out!

IF YOU HAVEN'T TRIED IT, NOW'S YOUR CHANCE.

20% OFF!

OUR BIGGEST SALE OF THE YEAR STARTS NOW.

eatdeux.com
That No BS Cookie Dough From Shark Tank is 20% Off [Shop now](#)



LEAF®

CYBER MONDAY LEAF

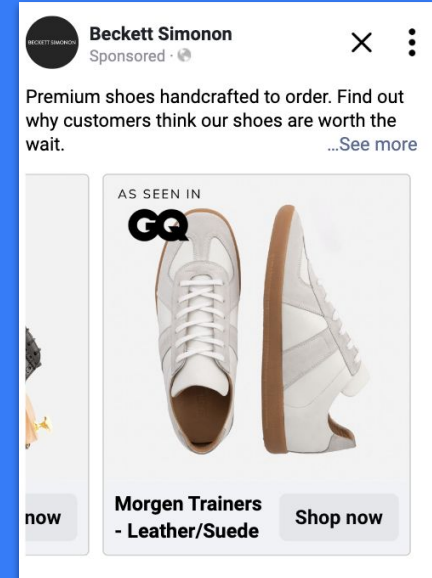
FF! 15% OFF! 15% OFF!

This is super easy to rinse off after you shave.

BFCM Specific DPA Frames

Ways to make DPA BFCM specific:

- If everything is on sale, you could change the copy
- Create product sets of the items that are on sale
- Use frames/stickers that highlight the offer



03 The AOV

BUNDLES

1. Combine top-selling products with a few under performers or something expiring soon.
2. Include at least a 20% discount.
3. Make it feel exclusive: “VIP Pack” or “Limited Edition.”
4. Price it higher than your current AOV.
5. PUT “FREE SHIPPING” threshold 20% over AOV.



BUNDLES

If bundling products, consider creating bundles that are 3x AOV with a 40% offer.

Example: if you have a \$50 AOV, you want \$150 to be your price point, but you need to have \$250 of value.



TIERED PROMOS

1. The more you spend, the more you save.
 - a. If AOV is typically \$60, say “Spend \$100, get \$20 off” (20%)
 - b. OR you can “Spend \$200, get \$50 off” (25%)
 - c. OR you can “Spend \$300, get \$100 off” (33%)
2. Three tiers is the magic number if you want people to hit that 2nd tier.
 - a. What’s the least amount I can spend but save the most?



GIFT CARDS

1. Increase AOV *and* returning customer rate *without* discounting.
 - a. If AOV is typically \$60, say “Spend \$100, get a \$20 gift card”
 - b. Have it expire in 60 days, so they come back at potentially one of the slowest times of the year. Don’t forget to send them email reminders!



04

The OFFER

REMEMBER:

Simplicity is key with your offer. Attention span is at an all-time low during BFCM and competition is at an all-time high.

Create one offer, not multiple offers.



REMEMBER:

1. “% OFF” usually works better than “\$\$ OFF.” If it’s technically 32% off, just say 30% off.
2. Talk \$\$ if you want to show price per unit (especially consumables!). For example, this coffee is only \$2.21 per cup or this protein is only \$1.67 per serving!



PROMO CODES

1. Auto-apply discounts so the customer doesn't have to remember, but...
2. if you do use promo codes, make them short and easy to remember. Using something like **VIP25** can make consumers feel special increasing conversion rate.



BE TRANSPARENT

Tell consumers how this is the best or only discount available all year. For example:

“This is our biggest sale of the year!”

“You won’t see a sale this big from us again!”

“Take advantage of our only sale of the year!”



The most popular BFCM discounts:

- Sitewide sale
- Free gift (GWP)
- Tiered
- BOGO



OFFER LANDING PAGE

1. What is being sold?
2. Why does this benefit me?
3. What gives this brand credibility to sell me on this product?
4. How soon will I get it if I order today?



COVER YOUR BASES

1. Add the offer to your website header—wherever the visitor goes they see it.
2. Make sure Meta Shops is using the promotion.
3. Hire creators/influencers and get ad rights + whitelist to their audiences.



05

The TIMING

Timing	Tactic	Channels
1 WEEK BEFORE BF	Open up your offer to your 15% most loyal customers (can find this in Shopify) Thank them for their loyalty and let them know they're getting early access to this a week before Black Friday.	Email to top 15% of customers
WEEKEND BEFORE OR BF WEEK	Start your offer with ads, emails, SMS etc. Should be a good offer but not your best offer, could be a free gift.	Ads + 1 email/day
BLACK FRIDAY	Save your best deal for today.	Ads + 3-4 emails/day + 1-2 SMS
SATURDAY/SUNDAY BF WEEKEND	Continue running BF deal throughout the weekend and keep the offer the same.	Ads+ Daily Emails
CYBER MONDAY	Consider starting a fresh offer.	Ads+3-4 emails/day + 1-2 SMS
GIVING TUESDAY (OPTIONAL)	This could be another opportunity to connect with your customers. Find a charity that would interest your target demo and donate 10% of profits to the charity today.	1 email, 1 SMS
HOLIDAY	Last Shipping Deadline, Focus on Gifting	Ads + Emails

BONUS: Email/SMS Tips

More is better

- Email multiple times a day during high peak BFCM moments and utilize resends often.

Use scarcity

- If there's a limited quantity available tell them! Say something like "only 500 available at this price" and then email throughout the day reducing the number for peak FOMO.
"Only 45 left in stock!"

BONUS: Email/SMS Tips

Build your list

- Ads can be a great way to build up email lists prior to BFCM with ‘sign up for early access to our sales’ messaging
- And Retention.com!

Give Early Access

- Start your sales earlier with your email list or your VIP customers.
- Send a personalized email from the founder to most loyal customers.

REMEMBER:

Now's not the time to run new tests!

- Lead with your best offer and best creative that's worked all year and go hard.

Go big or go home

- BFCM is the pinnacle event of the year. It's the time to reap the rewards from all your hard work throughout the year.

Don't worry about brand reputation

- Discounting isn't going to ruin your brand. If Apple does it, you can too.



We Are All Human.

We Are All Busy.

We All Have Problems.

You have 1.7 seconds to grab attention.

“Why should I care about this?”

**CONNECT WITH ME ON
LINKEDIN, DM ME AND I'LL
SEND YOU:**

1. This slide deck
2. A BFCM swipe file
3. A "Top Ad Types" PDF





Thank you.