

# BLACK FRIDAY PLAYBOOK

A GUIDE TO THE BEST PRACTICES

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**FRESH  
BRIDGE**



**“BLACK FRIDAY. I GO WITH MY  
I-DON'T-NEED- ANYTHING-  
MANTRA THROUGH THE  
SHOPPING STREETS”**

*Loesje*



# THE END OF NOVEMBER\_

Black Friday is the **peak** of consumerism, imported from the United States, where it traditionally marks the start of the Christmas shopping season on the Friday after Thanksgiving. To stand out in the Netherlands, one needs a substantial budget because, aside from Christmas, we also shop traditionally for December 5th.

Brands know that their target audience can be found on various social media platforms. 72% of all Black Friday purchases were made by Millennials (48%) or Gen-Zers (24%). Although the CPM (cost per 1000 ad impressions) rises significantly around Black Friday, there is still ample opportunity for advertising. **This playbook helps to use media as effectively as possible.**







# PRE-BLACK FRIDAY

EXCLUSIVELY FOR YOU



# NOT PARTICIPATING, JUST FOR THE SAKE OF PARTICIPATING\_

## NOT PARTICIPATING IN POLLUTION

Weigh the pros and cons of Black Friday. Selling old collections vs. small profit margins. More and more companies are choosing not to participate. They are focused on making their products more sustainable to reduce pollution. Actions like Black Friday actually encourage the purchase of products.

**Tip!** If you're not participating, then scale down your campaigns in a timely manner. But don't pause them. The algorithms can continue to learn.





# EXPAND YOUR COMMUNITY\_

## USE THE MOMENTUM

Black Friday is the period to **expand your CRM database**.

Through Leads ads, you can, in the weeks leading up to Black Friday (when CPMs are still low), ask people to leave their @-addresses to be the first to be informed about your promotions or for a possible pre-sale.

In addition, it works well to build **excitement and curiosity** through a teaser. This will make customers eager to be at the front of the line when the promotion starts.

During BF, you can then **keep costs low** by pushing a significant portion of your ads to these CRM lists or the engagers from the teaser.





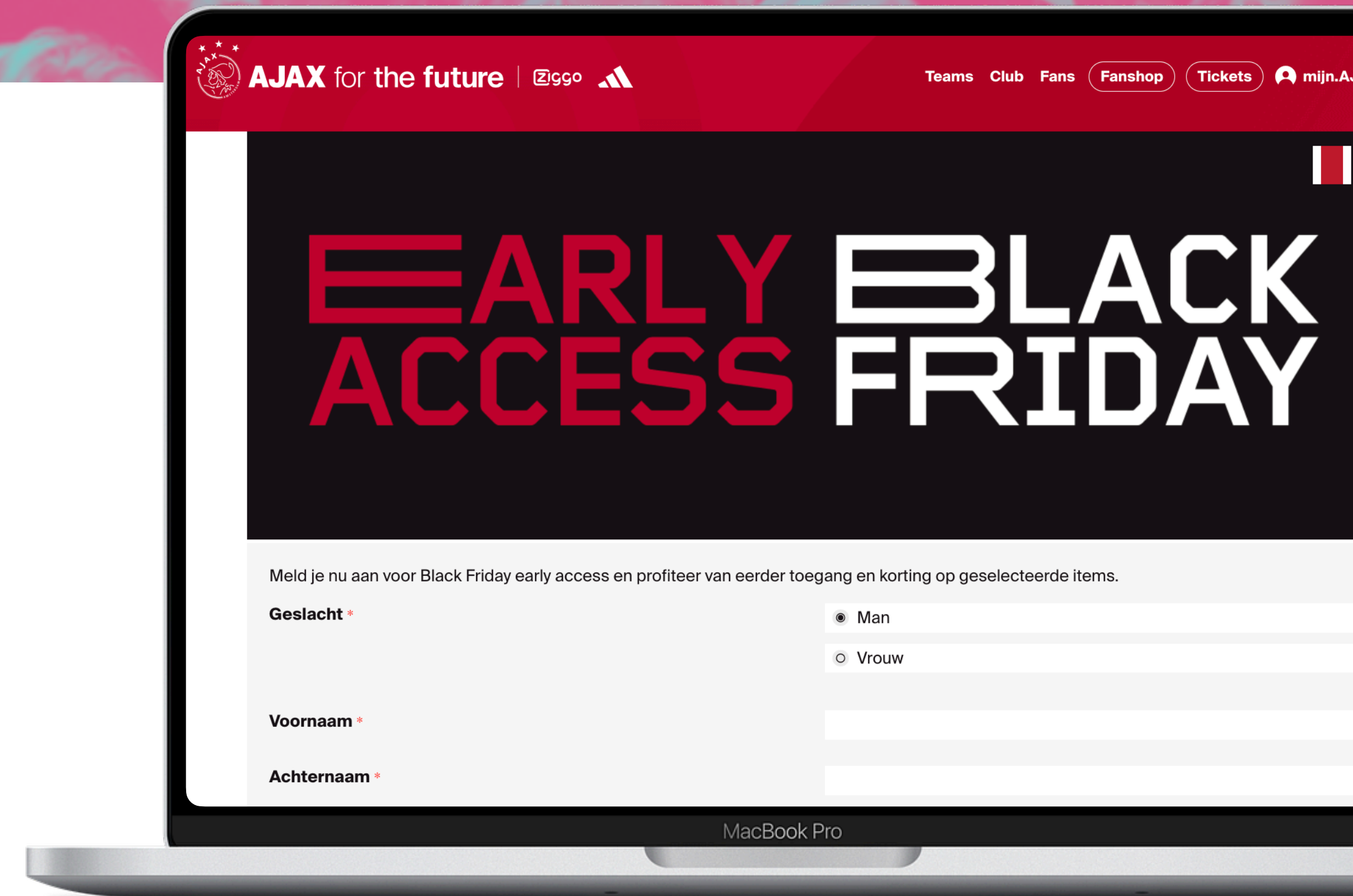
# PRE-BLACK FRIDAY SELL\_

Source: [ajax.nl](https://www.ajax.nl)

## EXCLUSIVELY FOR YOU

Offer a portion of your customers (e.g., recent customers) the option to **pre-order** Black Friday deals. Don't make this exclusive offer available to everyone, as it would only advance the Black Friday deal.

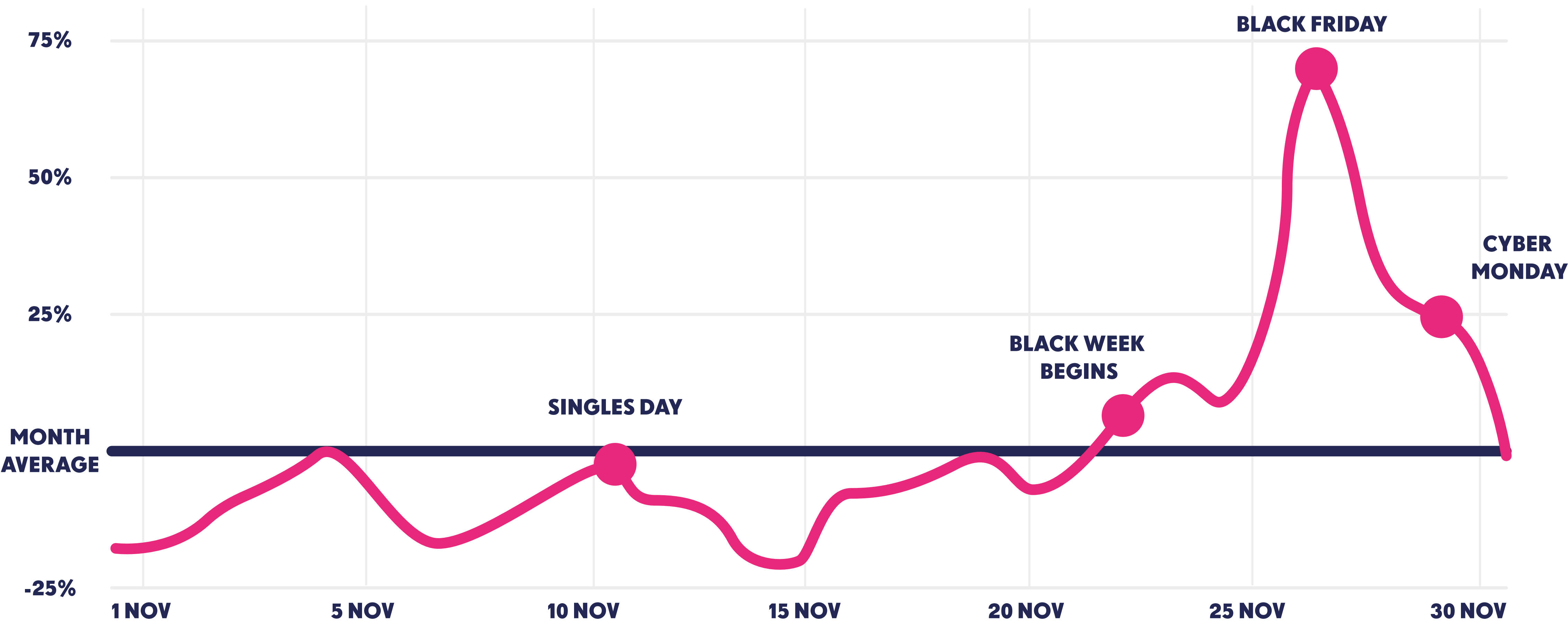
**People love to belong to an exclusive group**, especially when there's a deal involved. This is a great way to increase sales and simultaneously grow your CRM database. Additionally, it can be an excellent opportunity to outsmart competitors.





BE READY FOR WHAT'S COMING

In terms of media, the last weeks of November are among the busiest of the year. **The competition is enormous, causing CPMs to skyrocket.**

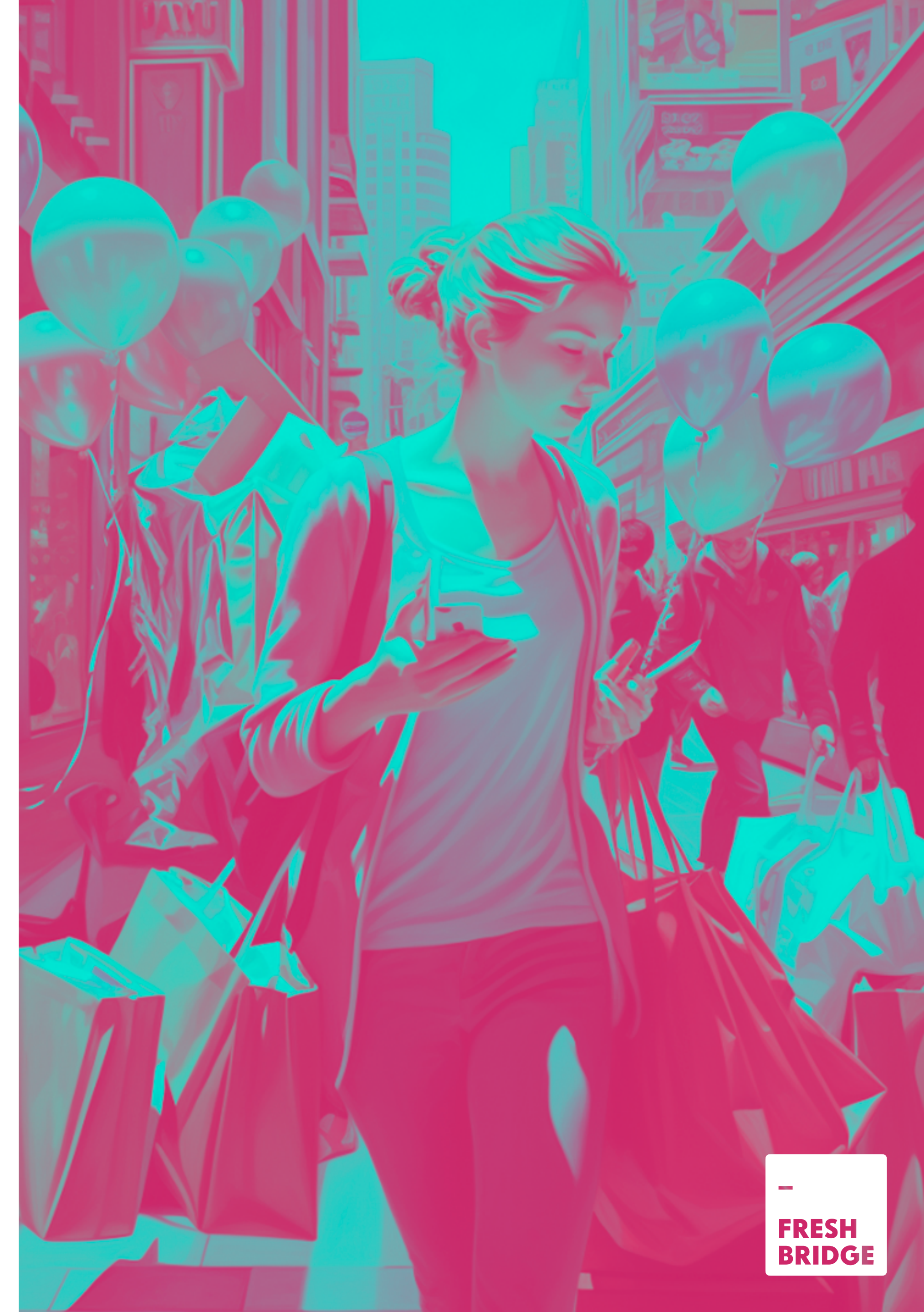




# BE PREPARED\_

But also behind the scenes at the platforms, they are busy. Therefore, consider the following:

- **Plan your ads** in advance. The reviews of the ads may take longer, especially for urgent ads.
- Work with **daily budgets**. This way, you can respond to results more quickly and adjust budgets up or down.
- **Increase your budgets gradually**. Due to the momentum and higher CPMs, you may want to increase budgets during this period. Build this up gradually in the weeks leading up to BF. On the morning of BF, the new budget will not be fully spent anymore.



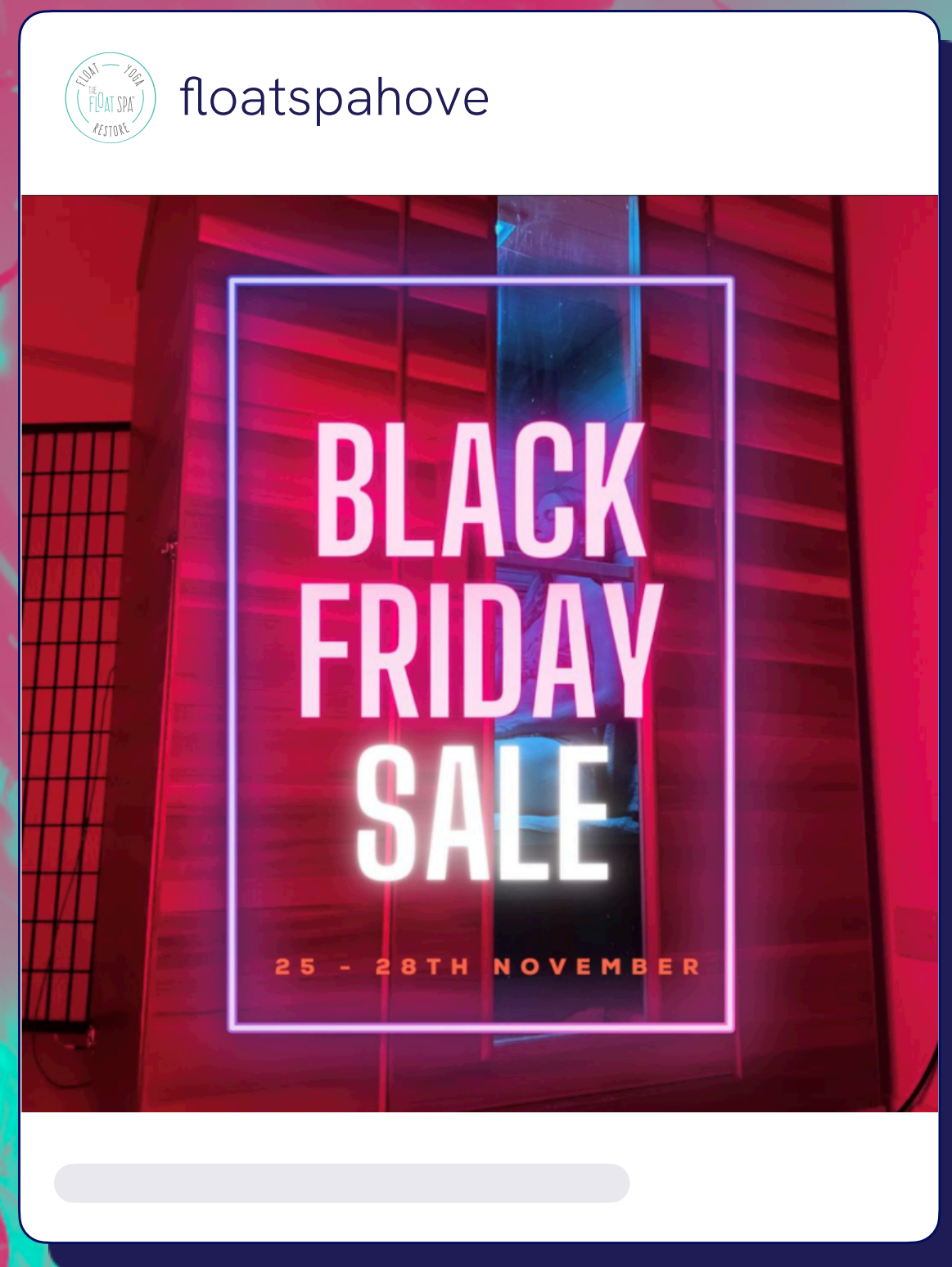


# DURING BLACK FRIDAY

SHOW 'EM WHAT YOU GOT



THIS IS NOT THE WAY TO DO IT!



DURING BLACK FRIDAY\_

# SHOW 'EM WHAT YOU GOT\_

## SHOW PROMOTIONS IMMEDIATELY

People scroll through their timelines filled with Black Friday promotions, so don't hide, but **be clear and immediately show the discount**, offer, or new price in combination with the product. If the discount offer is only visible after 3 sec, many people will have scrolled past. This also applies to dynamic catalog or collection ads. In your catalog, display the crossed-out price and refer to Black Friday to clarify the promotion.





DURING BLACK FRIDAY\_

# ALL EYES ON BLACK FRIDAY\_

## FULL FOCUS ON THE CAMPAIGN

Do not turn off your Always-On campaigns due to the learnings and the algorithm, but make adjustments to the ads. In the weeks leading up to Black Friday, regular purchases will lag behind. **People will wait to make their purchases and anticipate the Black Friday Sale.** Therefore, align all ads with Black Friday. Demonstrate your participation and add BF-frames to your catalog ads.



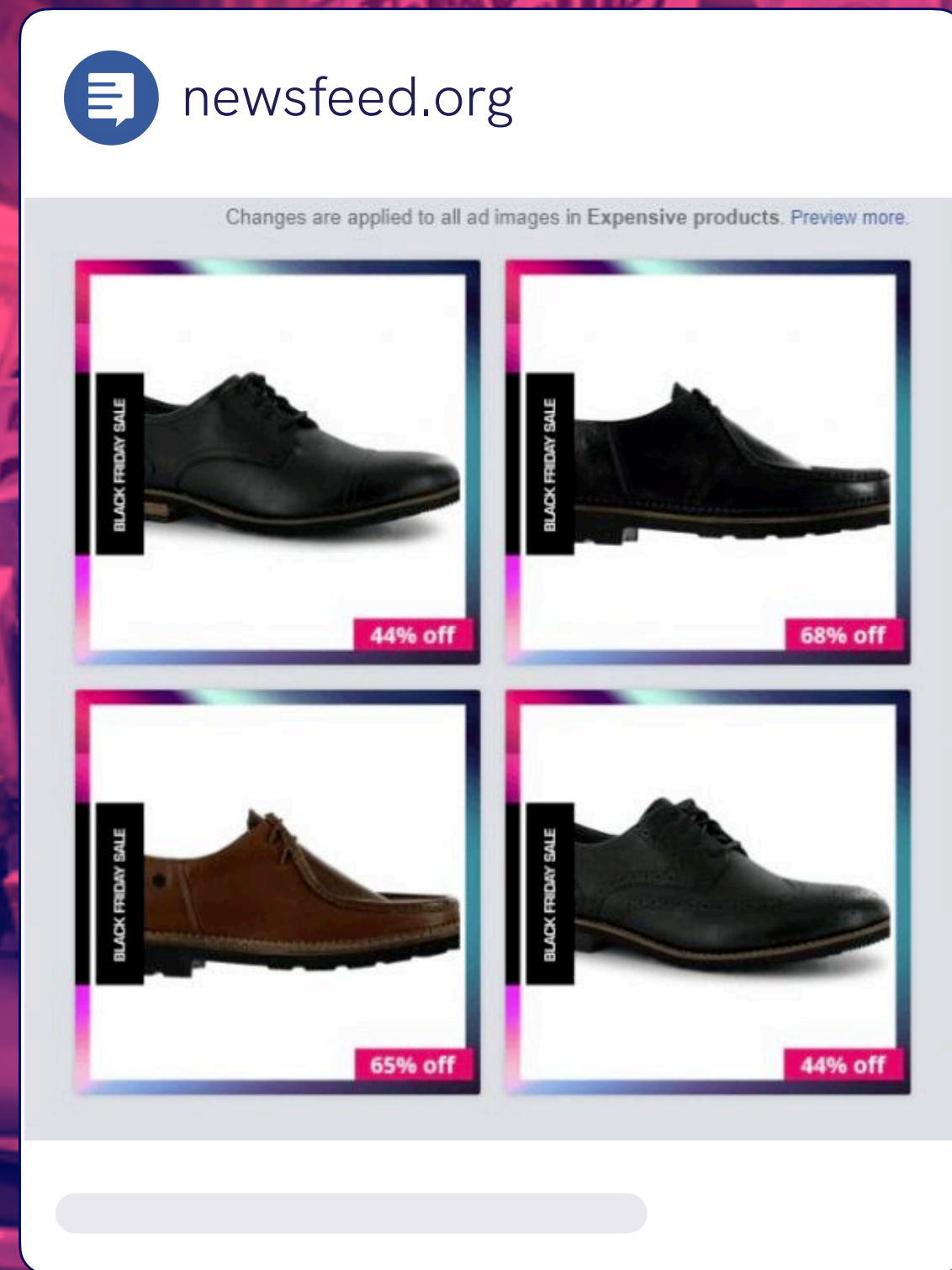
DURING BLACK FRIDAY\_

# ADD FRAMES TO YOUR ADVERTISEMENTS\_

## BLACK FRIDAY EVERYWHERE

Create specific frames that you can add to your catalog. This way, the catalog ads stand out, and the Black Friday Sale stands out. **These frames will particularly work well with Cross & Upsell campaigns,** leading to increased purchases within these campaigns.

Source: [newsfeed.org](https://newsfeed.org)





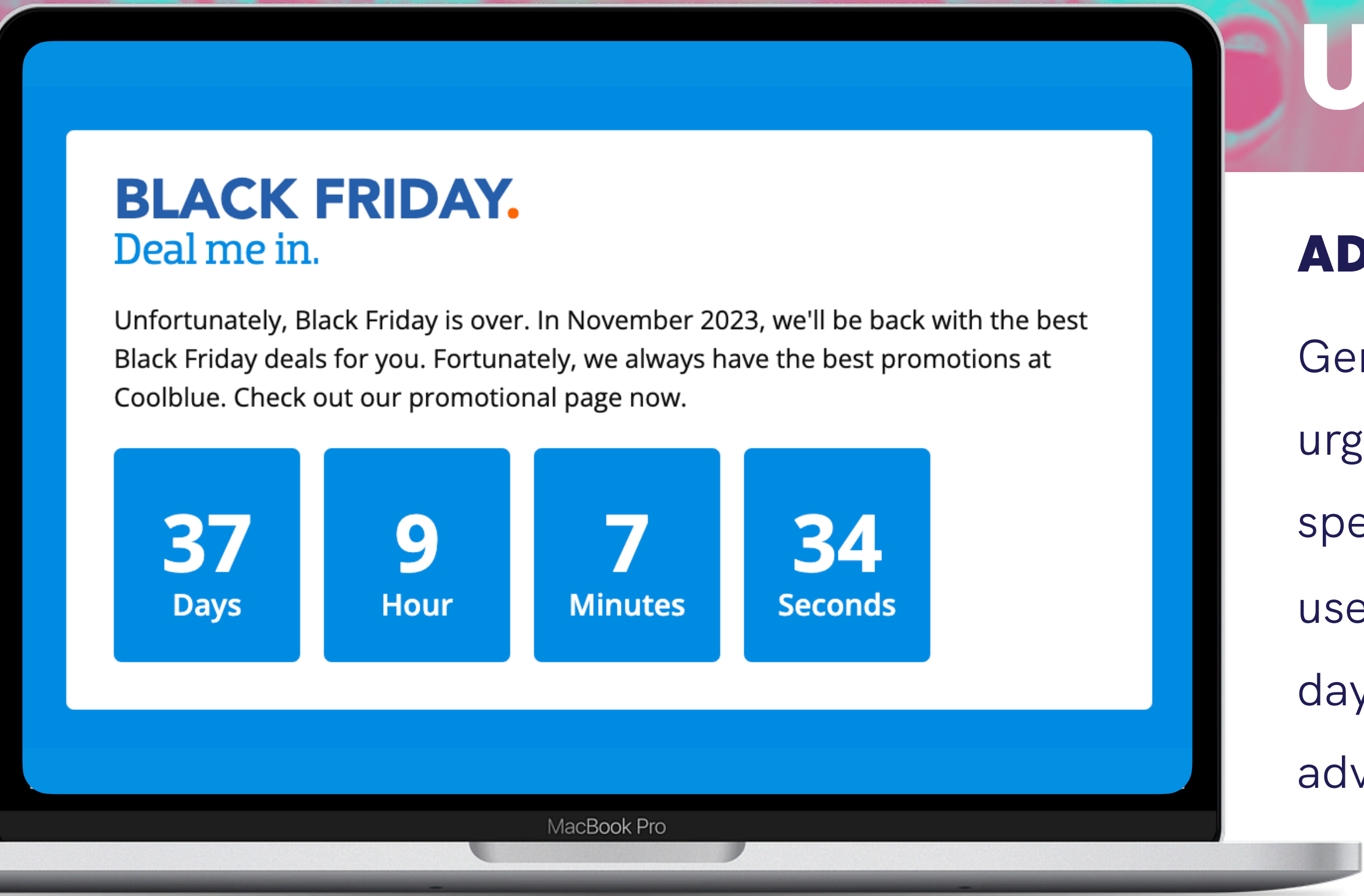
Source: Coolblue

# TICK TOCK URGENTIE\_

## ADD URGENCY

Generate excitement in advance with your consumers and create urgency during Black Friday. This can be achieved by scheduling specific ads and using **the timer function** within Google Ads. You can use the countdown leading up to Black Friday in the form of 'Only x days until Black Friday...'. This way, you inform consumers in advance that you're participating in Black Friday.

During BF, you can use the countdown as follows: 'BF Sale ends in x hours...'. Of course, don't forget to include the timer on the landing page. **You can also maintain the sense of urgency by emphasizing the timely delivery of Sinterklaas or Christmas gifts.**





A vintage-style illustration of a market stall, possibly a food or drink stand, with people interacting. The scene is overlaid with a strong magenta/pink color. The stall has a sign that reads "STÄLLE SE...". A woman in a white apron is talking to a man in a white shirt and dark trousers. Another man in a white shirt and dark trousers is standing near the stall. The stall itself is decorated with floral patterns and has a bicycle wheel visible. The background shows more of the market stall and some hanging items.

# POST BLACK FRIDAY

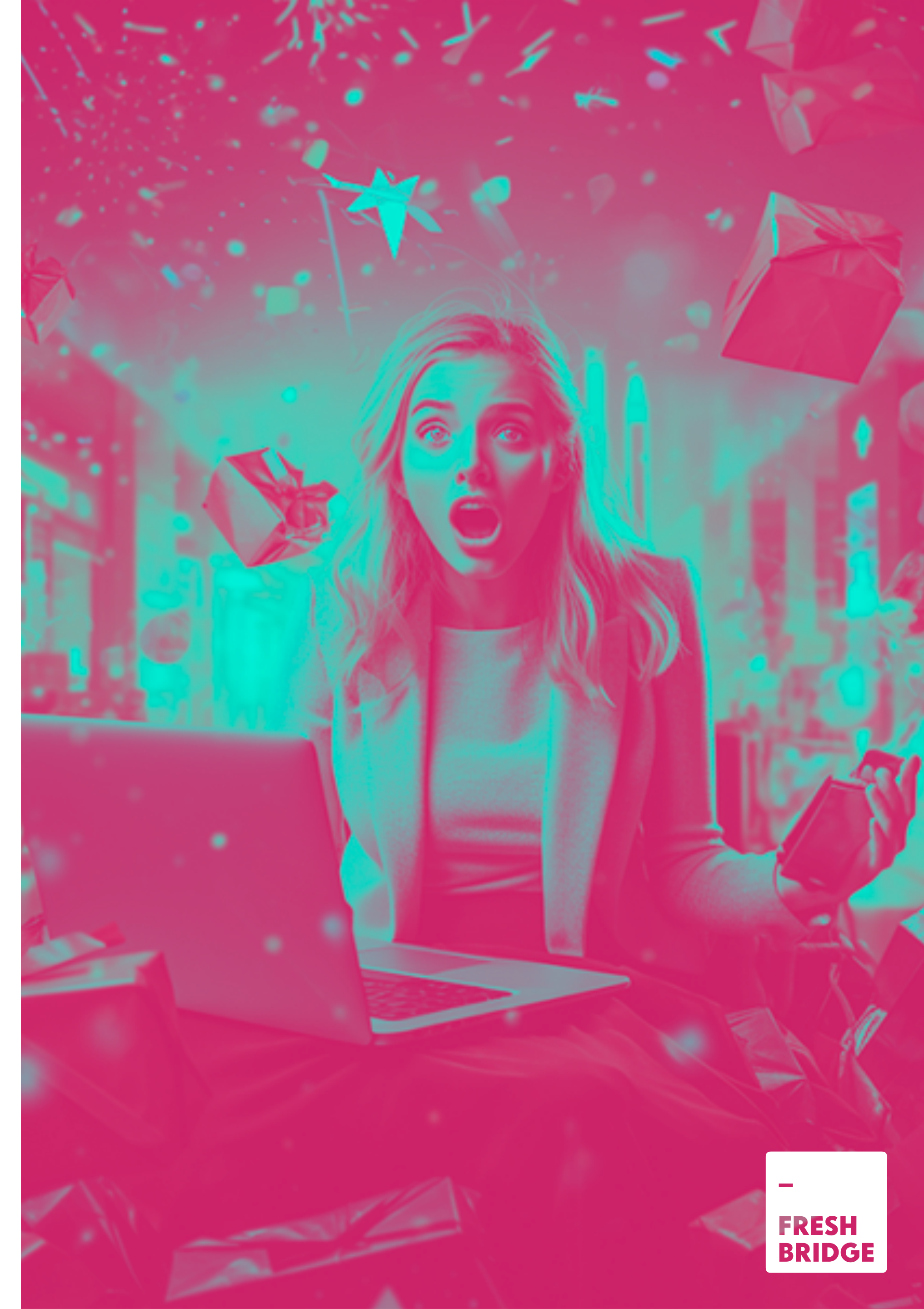
BROKE SATURDAY?



# YES WE CARE\_

## CREATE A CUSTOMER LIST OF YOUR BF-BUYERS

Even after Black Friday, it's worthwhile to run a specific Care-campaign and offer cross- and upsell products through the catalog to this target audience. Additionally, a significant percentage of buyers will be new, so after they are satisfied with the product and service, they might be interested in more products. **Or perhaps, they would like to add products from your site to their holiday wishlist.**





# ALL EYES ON Q5\_

## BE PRESENT BETWEEN DECEMBER 25TH AND 31ST

While it's very busy with advertisements from Black Friday to Christmas, it gets quieter in the days after the gifting-season. **There are fewer ads, resulting in lower costs!** Use this period to entice people who haven't bought anything for themselves during the holidays. Or, cater to those who didn't receive their desired gift during the holidays. It's also an opportunity to start promoting New Year's resolutions in advance. This way, people can kickstart the new year with your products.





# LET'S DRINK COFFEE

Fresh Bridge is a 'Creative Agency with a strategic focus - Born and raised in The Age of Social Media'.

We believe in the combination of creativity and effectiveness. For us, Emotional and Cultural insights are crucial for creating resonating and impactful campaigns.

We excel in blending brand strategy, creativity, concepting, content creation, and boutique media advertising to achieve impactful results for our partners while remaining pragmatic and adaptable in the ever-changing world.

And everything we do is based on (creating) a partnership.

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**BUT  
FIRST  
COFFEE.**





# STAY HUNGRY, STAY FOOLISH & KEEP PLAYING

We keep you informed about the **latest social media developments** so that you are always up-to-date and can use social media to its fullest potential for **your brand**. To do this, we utilize the following tools:



PLAYBOOKS



MEDIA UPDATES



BLOGS





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