



**ONE TREE**  
VOUCHER SOFTWARE



# How to run a successful Black Friday sale

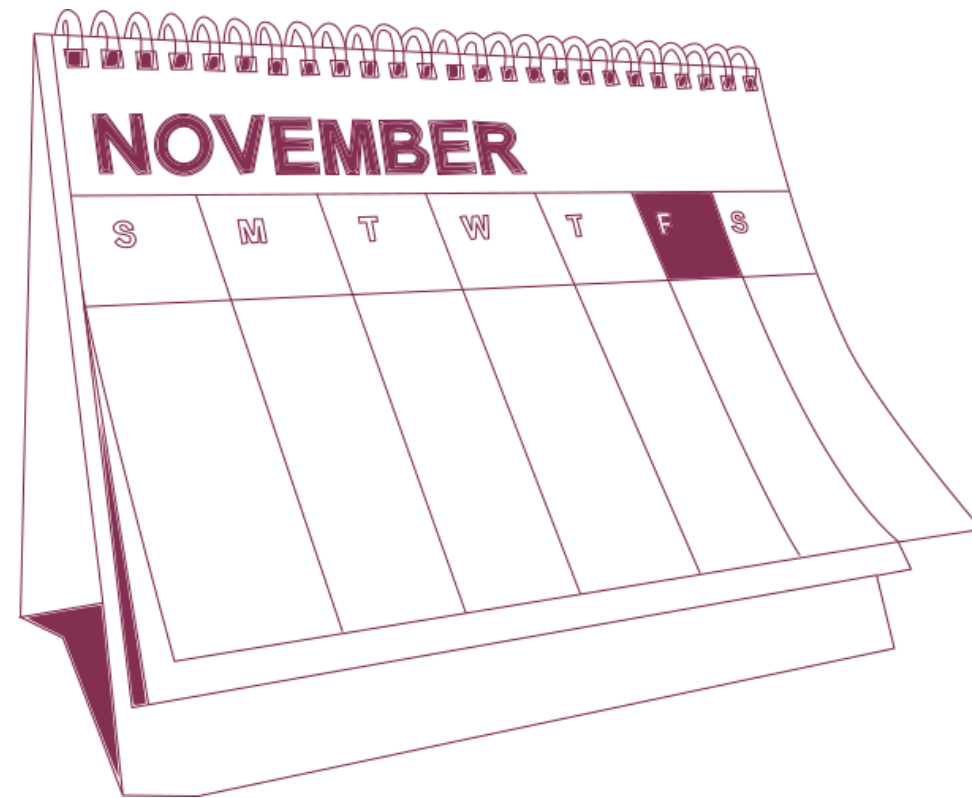
**PREPARE FOR THE PEAK SALES SEASON  
WITH SPECIAL OFFER VOUCHERS**



# Save the date

Black Friday falls on Friday 25<sup>th</sup> November 2022. Some sales begin on Monday 21<sup>st</sup> and continue until Black Friday. Others span the weekend and end on Cyber Monday 28<sup>th</sup> November).

Choose dates that work for you and plan your campaign around these.





# Decide on offers



Black Friday is associated with time-limited promotional sales. How you choose to offer these discounts is up to you.

You might offer a percentage discount on a service (minimum 20%) if it is bought during the Black Friday weekend, or you might prefer to organise a limited-time 2-for-1 deal.

Other successful strategies are to discount a price by a fixed amount or offer 'free' add-ons for a limited time, e.g. a two-night break might become a two-night break with champagne and breakfast.

Discounts do not all have to be of the same value. Think of one loss-leader with 50% off, then promotions can include the line, 'Up to 50% off'.



# Create your offers

- ▶ We have a dedicated Special Offers product to manage high volume sales, where you can create offers with time-limited redemption periods and many other features.
- ▶ However, you can also create discounted voucher offers from your gift voucher system for smaller scale sales.
- ▶ [Contact us to enable Special Offers](#)

The screenshot shows the 'Create a new offer' form in the One Tree system. At the top left is the One Tree logo. To its right is a navigation menu with links for Sales, Redeem, Manage, Settings, Account, Users, and Invoices. The main form area is titled 'Create a new offer' and contains the following fields:

- Name:** A text input field with a character count of '0 characters (50 left)'.
- Start Date:** A date selection field.
- Expiry Date:** A date selection field.
- Original Price:** A text input field with a pound sign (£) and a currency symbol.
- Value:** A text input field with a pound sign (£) and a currency symbol, with the label 'Price including VAT' below it.
- Web Image:** A large empty box with the dimensions '256 x 192' and an 'Upload' button below it. A note below the button states: 'This image appears with the offer on your website.'



# Organise your campaign



Create a schedule for how often you're going to advertise your offers before and during the sale.

Following this schedule, create a variety of social media posts (copy and imagery) that follow a Black Friday sale theme. Consider investing in a social media scheduling tool and have your campaigns ready in advance for when the busy period comes around.

Write and schedule emails to your mailing list. (Remember to download opted-in names from your gift voucher system.)

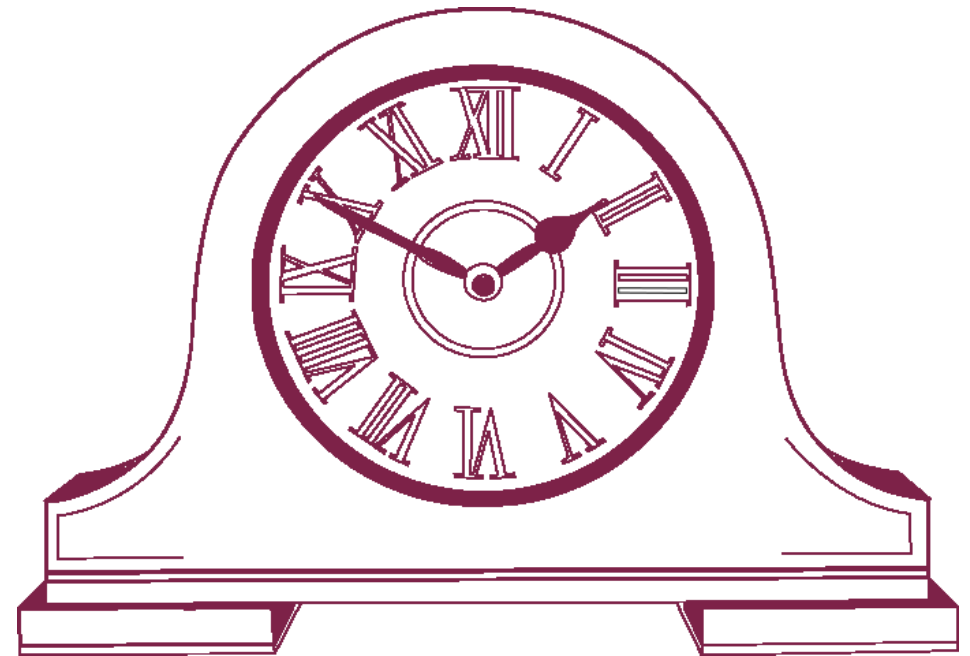


# Promote in advance

Send out emails to your mailing list and create social media posts, stories and reels to create a buzz around your upcoming sale. Mentioning 'great deals coming this Friday' puts the idea in the mind of potential buyers, who are then more likely to keep an eye out for your offers.

On social media, remember to use hashtags like #blackfriday and #blackfridayoffers to expand the reach of your posts to a much wider audience.

For lots of social media and email ideas, see [One Tree's Promotional Resources page](#).





# Promote during the sale



As soon as you launch your offers, let people know. Paid-for, promoted social media posts are a great idea at this point to make your posts stand out among the Black Friday competition.

Use taglines like 'treat yourself' to appeal to those who have been waiting for a discounted luxury or encourage people to get ahead on their Christmas shopping. Emphasise the discounts on offer.

**Carry on sending emails** to confirm the start of the sale and continue to encourage buyers, including highlighting the end time of the sale.

Remember to use eye-catching imagery, as image-based posts perform a lot better than anything text-based. Link every post and every email back to the special offers page on your website to keep the customer journey smooth and encourage sales.



# Keep promotions going



The busiest sales period of the year for gift vouchers starts with Black Friday and continues until Christmas. Staying on top of demand and switching the emphasis from special offers to gift vouchers will bring about a dramatic increase in voucher revenues.

Make the most of the busiest period with One Tree's ready-made social posts, which can be found [here](#).





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Contact Us for more info or  
to set up a  
Special Offers System

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OR CALL

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