

# How to utilise PPC in your Black Friday Campaigns

*Aaron Sangha*

Aaron Sangha

October 2022



# Introductions

## Aaron Sangha

- Paid Media Account Manager (PPC)
- Runs ads across Google Ads, Microsoft Ads, Amazon Ads and TripAdvisor
- Worked at Anicca for over a year



# About Anicca

**2007**

*Est*

**28**

*Crew*

**45+**

*Clients*

Supporting your digital ambitions.

**No Ego and No Bull**, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.





# *We're on a mission*

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

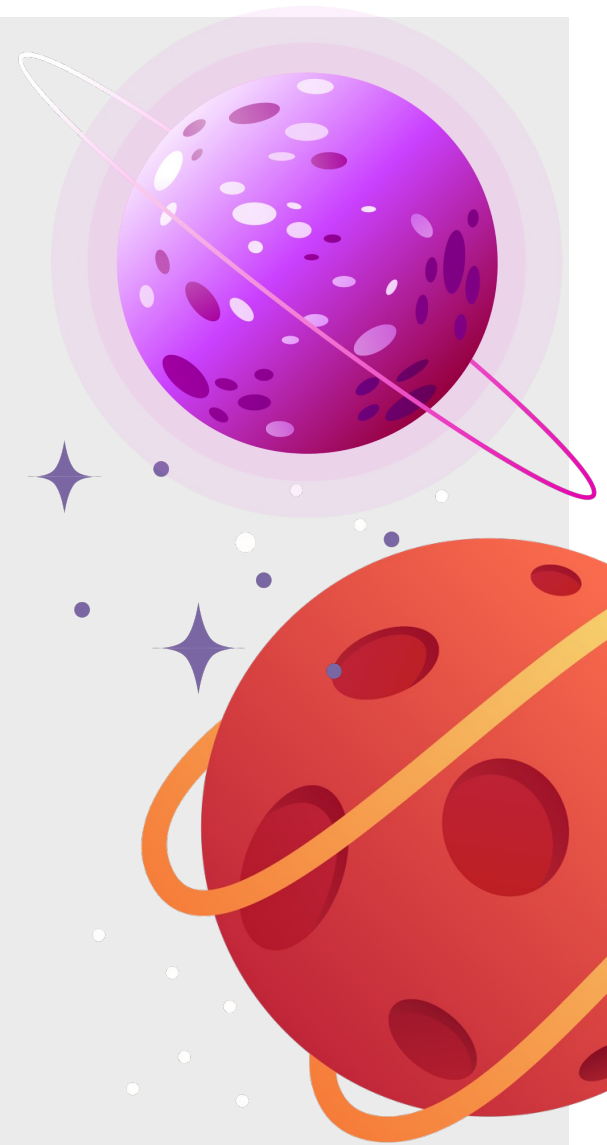
Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?



# *Agenda*

- What is Black Friday?
- Tactics for Black Friday
- PPC Tactics for Black Friday
- PPC Budget for Black Friday
- Other Black Friday Preparation
- Black Friday Ended... Now What?



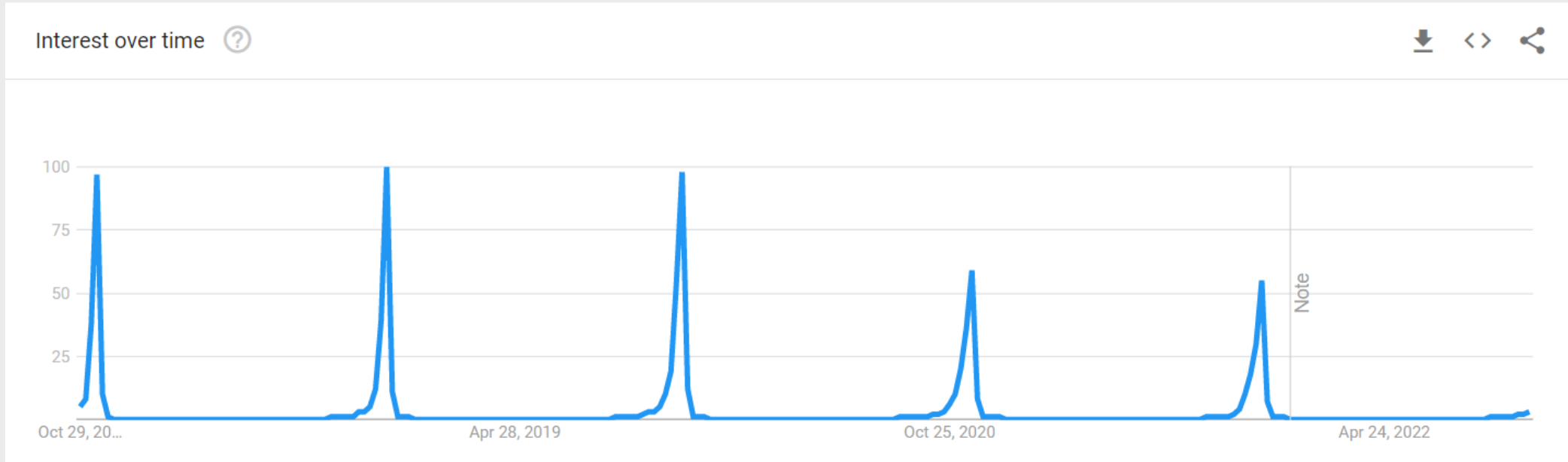
# What is Black Friday?

# *Black Friday History*

- Black Friday first appeared in The New York Times on **November 29, 1975**, in which it still refers specifically to "the busiest shopping and traffic day of the year" originating in Philadelphia.
- As this is in November, we usually see people use this "sale" to do Christmas Shopping.
- Purchases were traditionally done in store but have migrated to online
- Black Friday originally started with a weekend sale, but has since increased to include Cyber Monday or 2-4 weeks of promotions, with the likes of Amazon doing offers the whole of November.



# Black Friday History



- Black Friday specific searches have seen a decline when comparing searches to pre-covid
- The cost of living may impact Black Friday this year, with more people worried about rises in cost, they will need to be persuaded by a real offer that gets them to spend.
- Peaks last weekend of November which is historically when Black Friday occurs

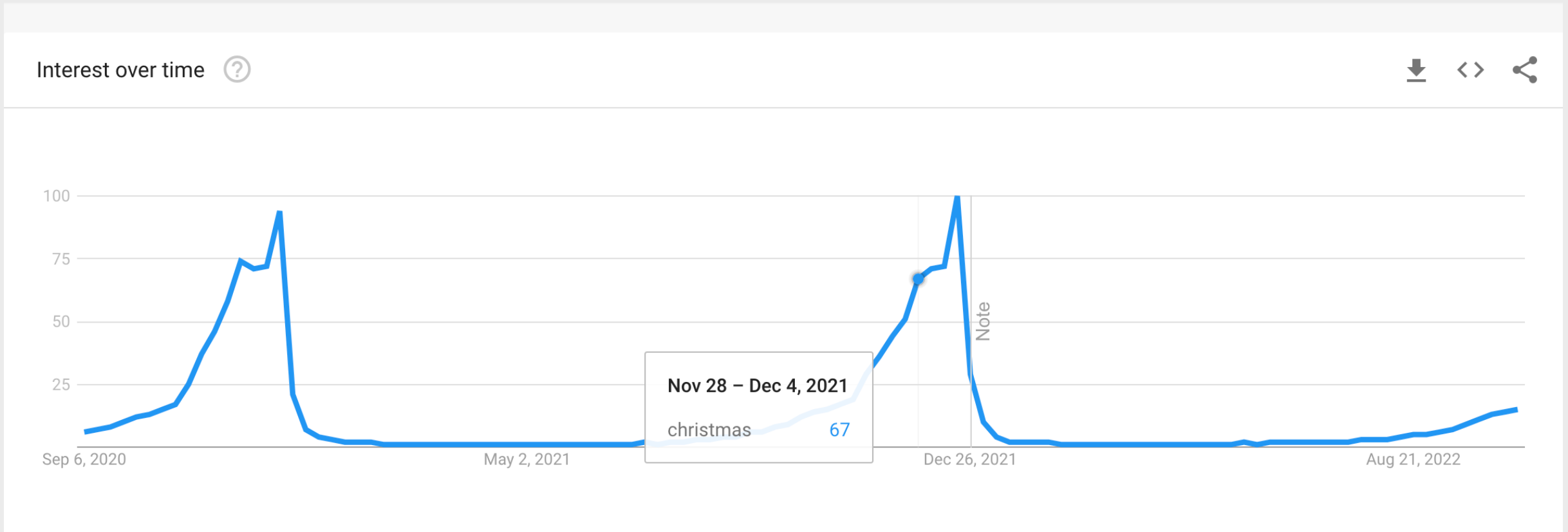


# Historical Search Trends



- Searches for 'deals' peak at the same time as Black Friday, in the last weekend of November
- Whereas ads searches for 'sale' peak from Boxing day
- We can already see the beginning of the 'Black Friday' searches for 2022

# Christmas and Black Friday



## Christmas Search History

# *Black Friday 2021 Stats*

- Consumers in the UK alone were found to have spent a total of £9.42 billion over the course of the Black Friday weekend in 2021, of which online sales accounted for 61.49%.
- Online traffic in the retail segment saw a 32.32% increase compared to the previous week.
- 74.17% of online traffic on Black Friday was from mobile devices.
- Cart Abandonment on Black Friday was 77.74%.
- Airline and Luxury Fashion had the highest cart abandonment rates.
- 10:00 is the peak time for online sales on Black Friday.



*Source: salecycle*

# Cart Abandonment

- For 2021, we can see Cart Abandonment rate was at its highest in the week leading up to Black Friday, and then reduced
- We see trends of users waiting to see if better deals are coming as they look for the best offers
- People leave products in cart, so make sure you have emails ready to remind customers what is in their basket to increase conversions

	Total Baskets	Cart Abandonment Rate
19 Nov	2,590,103	81.66%
20 Nov	2,365,780	82.16%
21 Nov	2,661,732	82.08%
22 Nov	3,354,109	81.17%
23 Nov	3,695,438	81.68%
24 Nov	3,635,693	80.94%
25 Nov	4,152,449	80.72%
<b>26 Nov</b>	<b>5,667,287</b>	<b>77.74%</b>
27 Nov	3,696,837	78.95%
28 Nov	3,719,493	77.85%
29 Nov	3,997,795	77.23%
30 Nov	2,936,722	78.46%
01 Dec	2,446,783	78.82%
02 Dec	2,360,678	79.35%
03 Dec	2,152,327	79.35%
<b>Total</b>	<b>49,433,226</b>	<b>Avg 79.88%</b>

Source: salecycle



# *What to Expect for Black Friday 2022*

- Expect sales the week leading to Black Friday offers to decline, with more customers likely to wait until Black Friday to convert.
- Customers will be looking around for discounts and the best offers possible.
- In the E-commerce world, we have seen conversions take a decline over the past couple of months as cost of living has increased making it harder for customers to convert and purchase products.
- Expect clients to be shopping for Christmas-themed purchases like gifts, as this is a popular theme for the past Black Fridays.



*Source: confect.io*

The background is a dark blue gradient with various space-themed illustrations. In the top left, there is a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. In the bottom left, there is a green planet with dark green spots. In the bottom right, there is a pink planet with dark spots and a red planet with a yellow ring system. The text "Tactics for Black Friday" is centered in white.

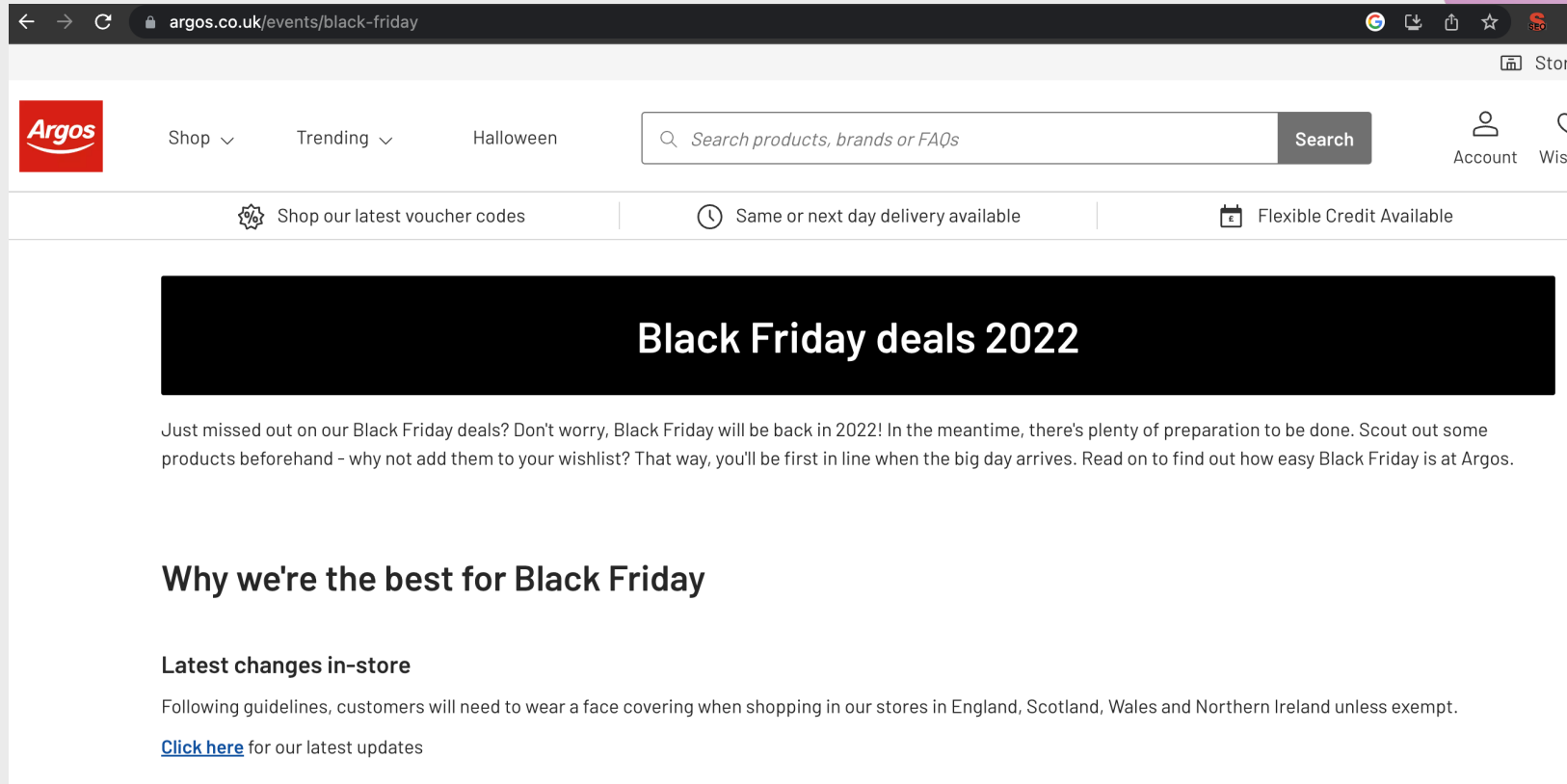
# Tactics for Black Friday

# *Social Media*

- Use a countdown to highlight that you are doing a Black Friday offer.
- Highlight the length of the Black Friday offer. Historically, a month-long offer will make customers wait for a deal, and shop around. If it's a short promotion, they will need to be quicker in converting, especially if stock is low.
- Keep users excited with your posts and keep engagement high.
- Utilise “coming soon” posts.
- Keep customers in the loop of offers you are promoting, if different lines have different deals.
- Test the different messages you can do on your SM Posts and see which ones get the best interactions and conversions.
- Add Promotions on Meta



# Black Friday Page

A screenshot of the Argos website's Black Friday 2022 page. The browser address bar shows 'argos.co.uk/events/black-friday'. The page features the Argos logo, navigation links for 'Shop', 'Trending', and 'Halloween', a search bar with the placeholder 'Search products, brands or FAQs', and icons for 'Account' and 'Wishlist'. A banner at the top reads 'Black Friday deals 2022'. Below the banner, a paragraph states: 'Just missed out on our Black Friday deals? Don't worry, Black Friday will be back in 2022! In the meantime, there's plenty of preparation to be done. Scout out some products beforehand - why not add them to your wishlist? That way, you'll be first in line when the big day arrives. Read on to find out how easy Black Friday is at Argos.' A section titled 'Why we're the best for Black Friday' includes a sub-section 'Latest changes in-store' with the text: 'Following guidelines, customers will need to wear a face covering when shopping in our stores in England, Scotland, Wales and Northern Ireland unless exempt.' and a link: 'Click here for our latest updates'.

argos.co.uk/events/black-friday

Argos Shop Trending Halloween Search products, brands or FAQs Search Account Wishlist

Shop our latest voucher codes Same or next day delivery available Flexible Credit Available

## Black Friday deals 2022

Just missed out on our Black Friday deals? Don't worry, Black Friday will be back in 2022! In the meantime, there's plenty of preparation to be done. Scout out some products beforehand - why not add them to your wishlist? That way, you'll be first in line when the big day arrives. Read on to find out how easy Black Friday is at Argos.

### Why we're the best for Black Friday

#### Latest changes in-store

Following guidelines, customers will need to wear a face covering when shopping in our stores in England, Scotland, Wales and Northern Ireland unless exempt.

[Click here](#) for our latest updates

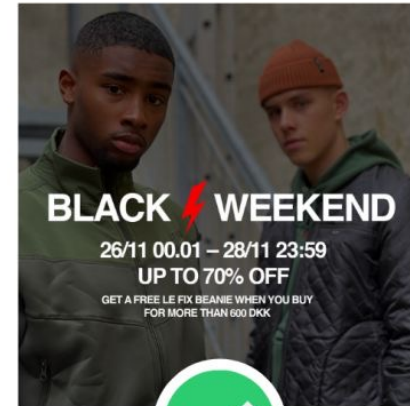
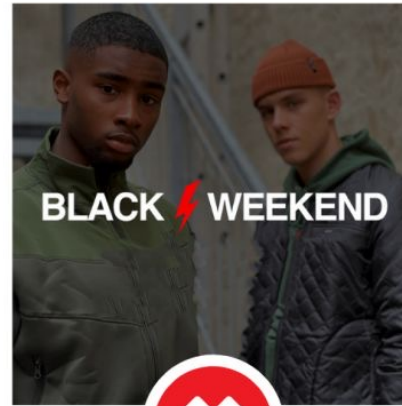
- Certain websites have a Black Friday specific URL, to let customers know they will be participating in Black Friday.
- People often search “Brand + Black Friday” so having a dedicated URL for offers, is a great way to highlight to customers what offers you are doing.



# Creatives

Mentioning the savings in your Black Week content **increases performance by 54%**

During **Black Month** a high text amount **performs 94% better** than content with a low text amount



check your own data for free at [confect.io](https://confect.io)

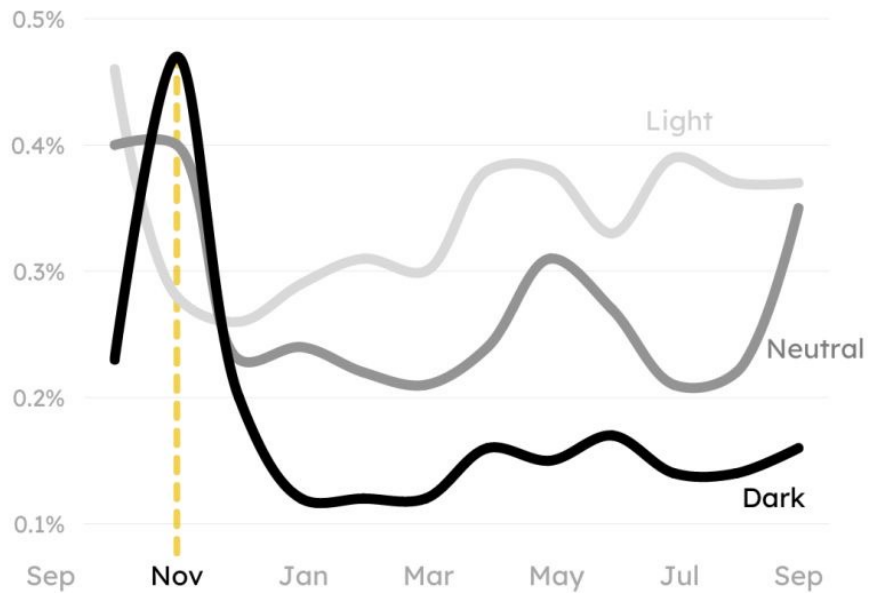


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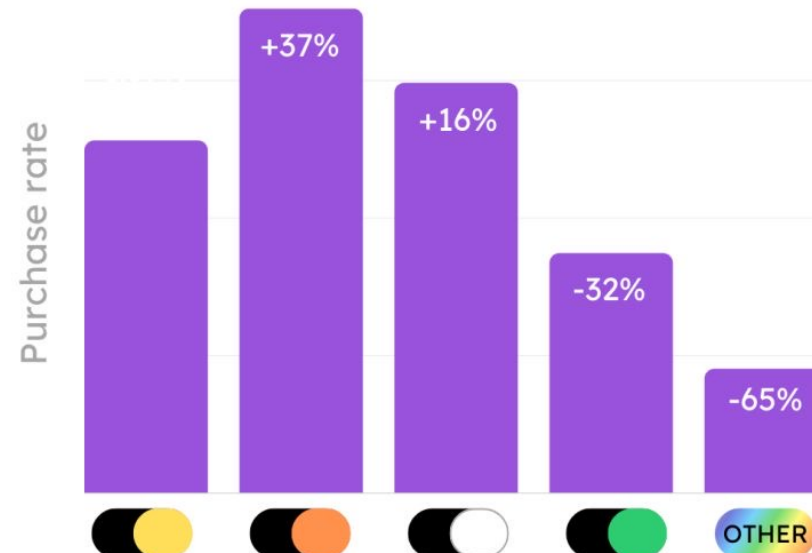
Source: [confect.io](https://confect.io)

# Creatives

November is the only month where dark content outperforms the rest



For Black Week only a very few color combinations perform better than **Black & Yellow**, the safe choice



check your own data, for free, at [Confect.io](https://confect.io)



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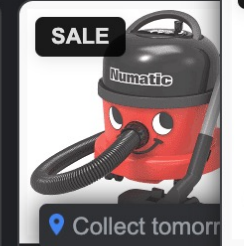


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# PPC Tactics for Black Friday

# Shopping Ads

Ads · Shop Hoover

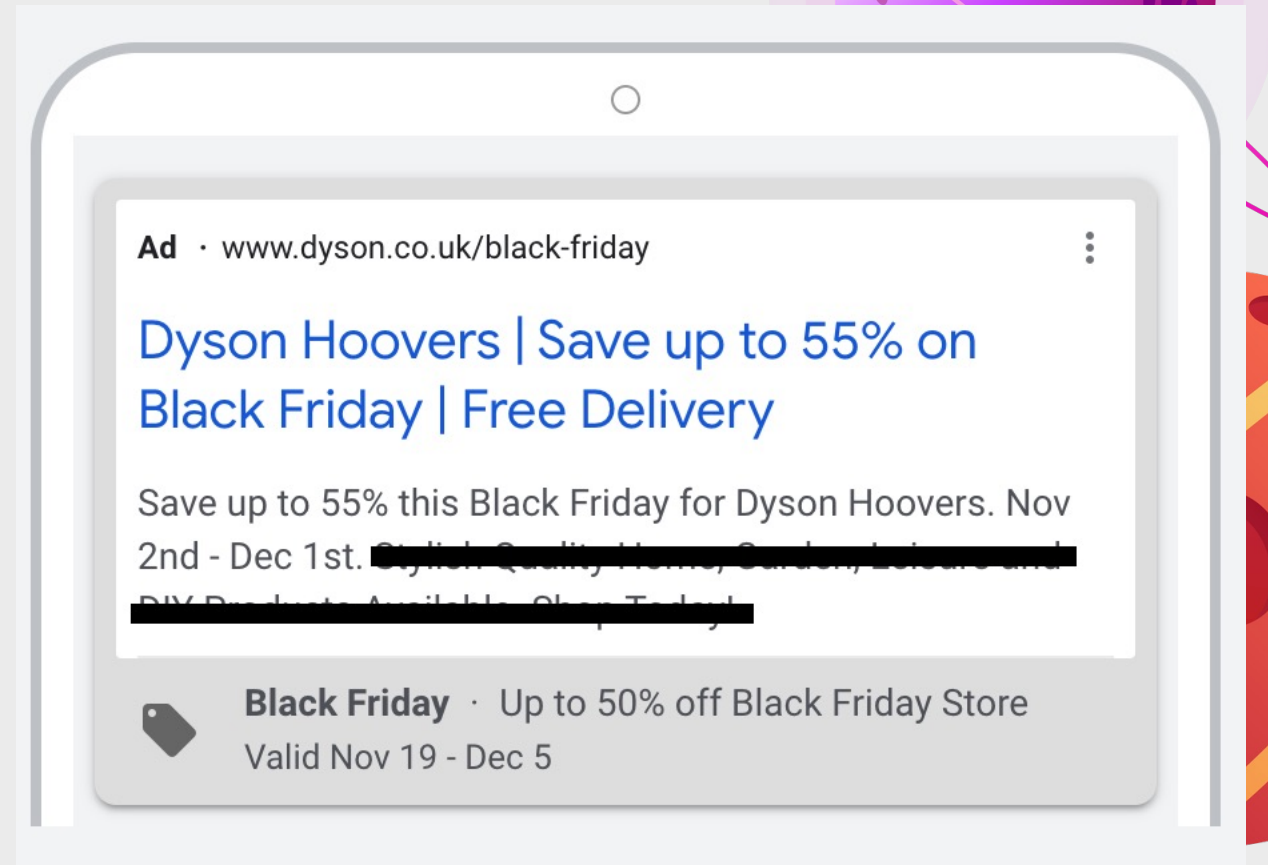
 <p><b>SALE</b></p>	 <p><b>SALE</b></p>		 <p><b>SALE</b></p> <p>Collect tomorrow</p>	 <p><b>SALE</b></p>	
Dyson - V8 Absolute vacuum Vacuum Cleaner <b>£299.99</b> <del>£380</del> Dyson UK ★★★★★ (1k+) By Google	Kärcher - Wet and dry vacuum cleaner WD 2 Plus Wet and... <b>£59.99</b> <del>£68</del> Kärcher ★★★★★ (786) By Google	Dyson - V15 Detect Absolute vacuum Vacuum Cleaner <b>£629.99</b> Dyson UK ★★★★★ (1k+) By Google	Numatic - NSR240-11 620W 9Ltr Dry Vacuum Clean... <b>£119.99</b> <del>£145</del> Screwfix.com ★★★★★ (74) By Klarna	Shark - Anti Allergy Vacuum Cleaner with Lift-Away - NV602UK <b>£169.99</b> <del>£250</del> Shark Clean ★★★★★ (2k+) 30-day return policy	Numatic - Hetty <b>£119.99</b> MyHenry ★★★★★ (1k+) By Google

- Performance Max can run shopping campaigns, and you can adjust the campaign to only focus on advertising shopping products.
- Would look to create a display campaign with the Black Friday creatives, rather than adding this into your Performance Max Campaign so this is purely focused on just shopping.
- Make sure your feed is up to date on GMC, have you added in promotions? Is your feed pulling in product ratings?
- When creating campaigns on Performance Max, you can add negatives in the campaign by talking to your Google Rep/Support so you can create a negative for brand in product campaigns, and then create a separate campaign for Brand Shopping on Pmax.
- How are you pricing your products compared to competitors? On GMC, you can compare price competitiveness - growth > price competitiveness



# Google Ads – Ad Copy

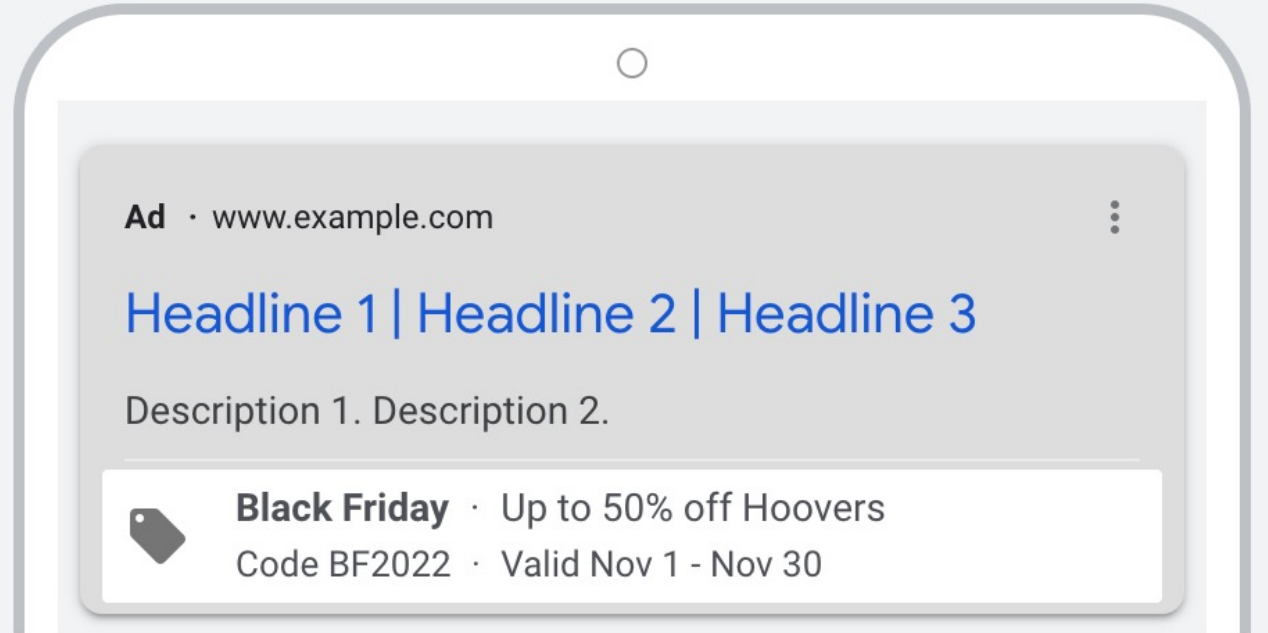
- Consider creating new Ad Copy to mention Black Friday deals.
- Mention any other KPIs that will make you stand out over competitors.
- Update Ad Copy around different discount groups. Don't just have 1 ad copy if you have different discounts on products.
- Add deadline of offer to persuade customers to purchase and not shop around.
- Label your ads, so you can easily find them and pause them.
- Update Website URL to mention Black Friday that is displayed in Ad.
- Set up Ads to have automated rules and schedule ads. If you have a campaign on the last day change copy to say "Last Day for Black Friday"
- Use 3 Headlines for the copy, and pin the order you want them to appear in, so you are in control of what order you want your ad copy to appear in.



# Google Ads – Promotions Extensions

- Promotions add extra space to your ads and takes away screen presence from competitors.
- Adds urgency to offer.
- Can link to occasion like Black Friday, Christmas & More.
- Can specify if promotion is “up to percentage” or “monetary” discount.
- Highlights to customer when the promotion is running.
- If a code is needed, or the discount is valid if you “spend over” it highlights this on Ads.
- Promotions extensions can be set up to match campaigns/ad groups.


Mobile



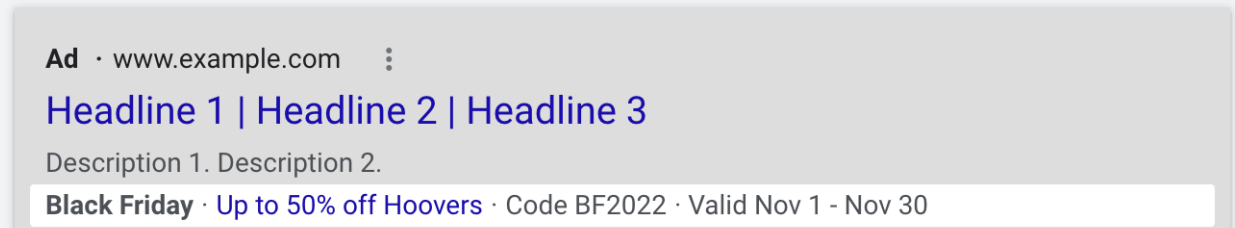
Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

 **Black Friday** · Up to 50% off Hoovers  
Code BF2022 · Valid Nov 1 - Nov 30

Desktop



Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

**Black Friday** · Up to 50% off Hoovers · Code BF2022 · Valid Nov 1 - Nov 30

# Google Ads – Sitelinks Extensions

- Update your Sitelinks to highlight different offers you are running.
- Worth promoting main Black Friday page.
- Takes extra space on Screen.
- Can recommend relevant products in the sitelinks to search keywords.
- Can show up to 4 sitelinks but can add more.
- Sitelinks extensions can be set up to match campaigns/ad groups.
- You can add descriptions to your sitelinks as well to give further information.

Mobile

Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2. Sale Now On. Free Standard Delivery. Next Day Delivery. Service catalog: Click & Collect, Next Day Delivery, Hassle Free Returns, Free UK Delivery

Up to 50% Off Hoovers

Up to 25% Off Irons

Up to 33% Off Lawn Mowers

View Black Friday Range

Desktop

Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2. Sale Now On. Free Standard Delivery. Next Day Delivery. Service catalog: Click & Collect, Next Day Delivery, Hassle Free Returns, Free UK Delivery

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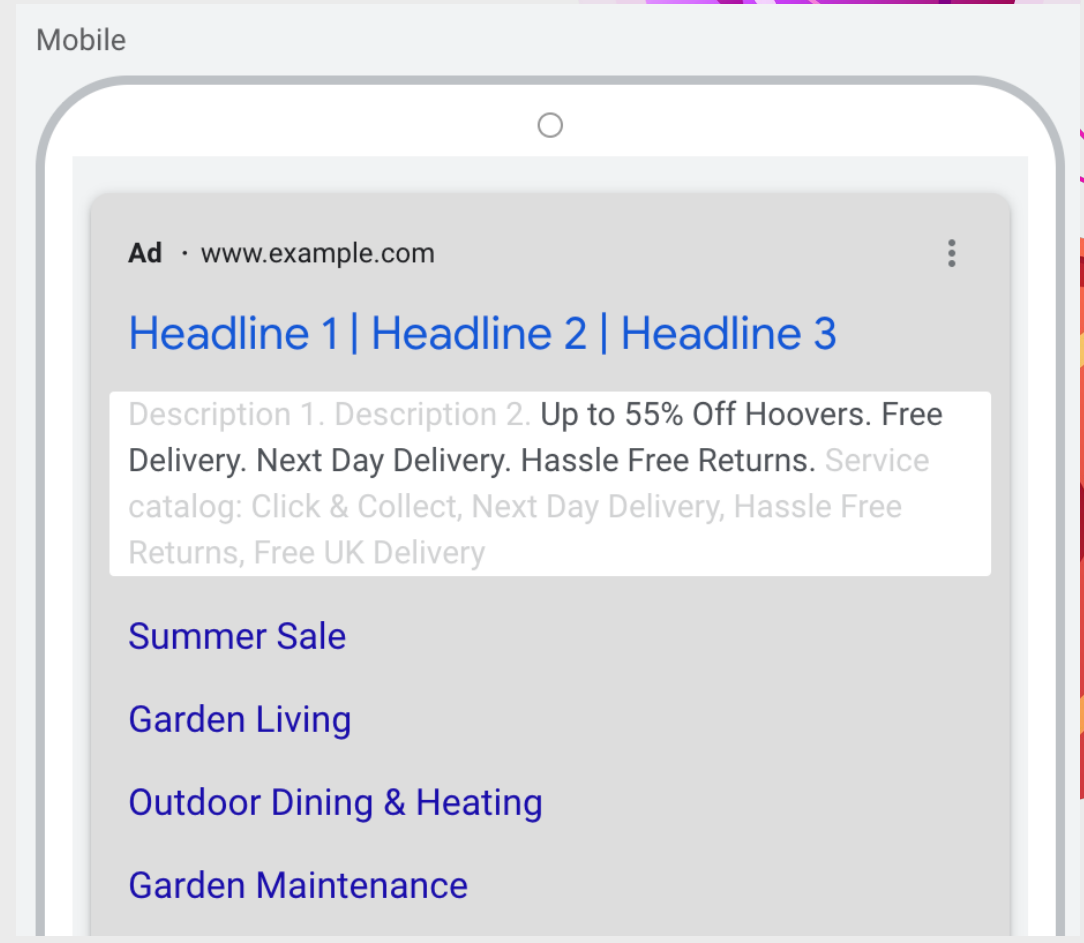
Up to 25% Off Irons

Up to 33% Off Lawn Mowers

View Black Friday Range

# Google Ads – Callout Extensions

- Adds urgency to your ads.
- Can help increase conversion rates.
- Adds extra reasons why customers should purchase from you.
- Extra text space to mention what makes you the best place to purchase.
- Callout extensions can be set up to match campaigns/ad groups.
- Up to 4 extra callouts available to expand reasons to purchase on Ads.



# Google Ads – Keywords

- It is worthwhile adding your products, and then Black Friday after as that is what customers will be searching for.
- Look to reactivate keywords that have been successful with previous promotions.
- A customer using “Keyword + Black Friday” is more likely to be ready to convert.
- Using Black Friday as a keyword by itself would be too broad and bring in not relevant searches. I would not recommend using this keyword, unless using a RLSA.

## Add Keywords

To build a list of relevant keywords, add ideas below. Keywords can [be effective keywords](#).

Ad group: U. Search - Brand - Christmas Eve (20) - Christmas Eve (20)

"black friday hoovers"  
"hoovers offer"  
"hoover"

DO NOT USE BLACK FRIDAY AS A KEYWORD BY ITSELF



# Google Ads – Negative Keywords

- Check your negative list and remove keywords that you might have linked to discounts.
- Customers will mainly be using the search term “Black Friday” but think of alternatives customers might use.
- Here is a list of alternative searches to “Black Friday” which people might search for.
- Ensure negative keywords are added back to the campaign once finished.

## Negative keywords

Negative keywords can prevent your ad from showing to people

Add to

Campaign ▼

Select a campaign 

Negative keywords

"Sale"  
"Discount"  
"black friday"  
"offers"  
"slash"  
"knockoff"  
"Reduction"  
"bogof"  
"buy one get one free"

# Competitors Watch – Google Ads

Ad · <https://www.dyson.co.uk/>

## Dyson's Official Website - Shop At Dyson.co.uk

Take Control Of Your Environment With **Dyson** Purifiers, Humidifiers, Fans And Heaters. Buy Direct From The People Who Made It. Money Back Guarantee. Free Next Day Delivery. Apple Pay. Exclusive Offers. Money Back Guarantee. Online Support.

### New Dyson Airwrap™

Re-Engineered Attachments Enhanced Coanda Airflow

### Dyson Purifying Fans

Purifies, Heats And Cools You Find The Best Air Purifier For You

About this ad ✕

Ad · <https://www.dyson.co.uk/>

### Your search and this ad

This ad is based on:

- Your current search terms
- Google's estimation of your approximate current location
- Google's estimation of your areas of interest, based on your activity
- Google's estimation of relevant locations

Block ads from dyson.co.uk

Report this ad

### Advertiser

Name  
Dyson Ltd

Location  
United Kingdom

[Learn about Google advertiser identity verification](#)

[See more ads by this advertiser](#)

< 200 ads ☰ Sorting by most recent

<p>Ad · <a href="http://www.dyson.co.uk/">www.dyson.co.uk/</a></p> <h3>Dyson's Official Website - Shop At Dyson.co.uk</h3> <p>Take Control Of Your Environment With Dyson Purifiers, Humidifiers, Fans And Heaters.</p> <hr/> <p>New Dyson Airwrap™</p> <hr/> <p>Dyson Purifying Fans</p>	<p>Ad · <a href="http://www.dyson.co.uk/">www.dyson.co.uk/</a></p> <h3>Discover New Dyson Vacuums</h3> <p>Dyson's Most Powerful Cordless Vacuum Cleaners. Power. In A Size To Suit You.</p>
<p>Ad · <a href="http://www.dyson.co.uk/new-dyson/vacuums">www.dyson.co.uk/new-dyson/vacuums</a></p> <h3>Latest Dyson Technology - Reveals Microscopic Dust</h3> <p>Discover The New Dyson V15™ Detect and Outsize™ Vacuums At Dyson's Official Website.</p> <p><a href="#">Which? Best Buy Endorsed</a></p>	<p>Ad · <a href="http://www.dyson.co.uk/">www.dyson.co.uk/</a></p> <h3>Dyson V15™ Detect</h3> <p>The Most Powerful, Intelligent Cordless Vacuum.<sup>1</sup> Scientific Proof Of A Deep Clean.*</p>



# Competitors Watch – Facebook Ads

- FB Ad library can show ads that brands are using.
- Use this to look at competitor offers.
- You can see what platforms they are running the ads on. Is it on Meta, Instagram or Messenger?
- What creatives are they using for Ads.
- Are they running offers that overlap your offerings?

Launched in October 2022

✓ Active

Started running on 21 Oct 2022

Platforms  

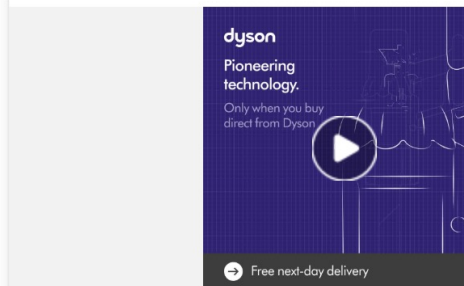
ID: 3314726528796522

3 ads use this creative and text

[See ad details](#)



 **Dyson**  
Sponsored

Pioneering technology. Only when you buy direct from Dyson.



✓ Active

Started running on 21 Oct 2022

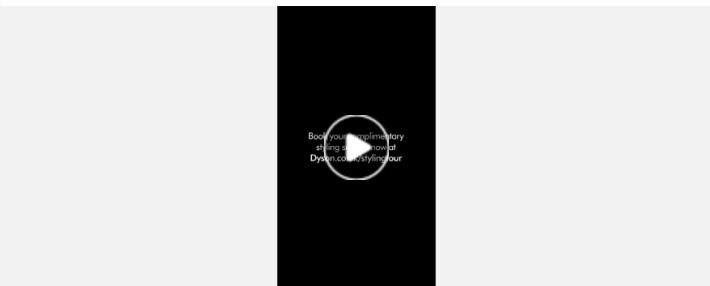
Platforms   

This ad has multiple versions 

ID: 449185977201198

[See ad details](#)

 **Dyson**  
Sponsored



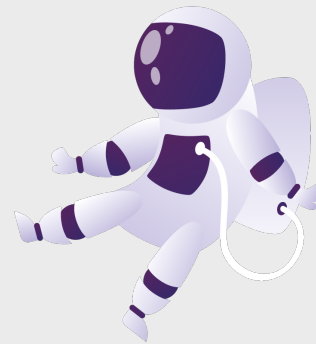
DYSON.CO.UK

Discover your Dyson style on our Styling Tour.

[Learn More](#)

# *Google Ads – Stand Out*

- What makes you great to customers
  - 5 star reviews?
  - Excellent Service?
  - Free delivery?
  - Next Day delivery?
  - Buy now pay later?
  - Loyalty points?
  - Free gift with purchase?



# *Google Ads – Stand Out*

1. Focus on emotions
2. Say more with less words – focus on short direct headlines and descriptions
3. Personalise ads for different audiences
4. Use financial/promotional incentives
5. Use active verbs
6. Check what competitors are doing
7. Scream about your brand values
8. Test asking questions with Ad copy
9. Include trust signals so they feel more secure from you
10. Test visuals – image vs video





# *Google Ads – Lookalike Audience*

- Connect with the right audiences who are looking for products just like yours using detailed targeting across search and social to inspire them before they have decided on a brand.
- Make use of non-brand keywords, interests, demographics and look-alike audiences to find new prospects.
- Target specific people, who are in specific places, with specific interests at specific times.



# Google Ads – Remarketing

- Display Remarketing
  - People who have visited your website for Black Friday, or in the past show them the products they were looking at.
  - Can upload emails to remarketing campaigns.
  - As these people have visited before, they are more than likely to visit your website again to convert.
  - Remind customer of product they were looking at, advertising the product to them.
  - Static Images with the creatives you have for Black Friday.
- Search Remarketing
  - People who have visited your website before, you can remarket to them.
  - This is the only case I would use “Black Friday” as a keyword, as they have visited/purchased from you in the past so are more likely to convert.

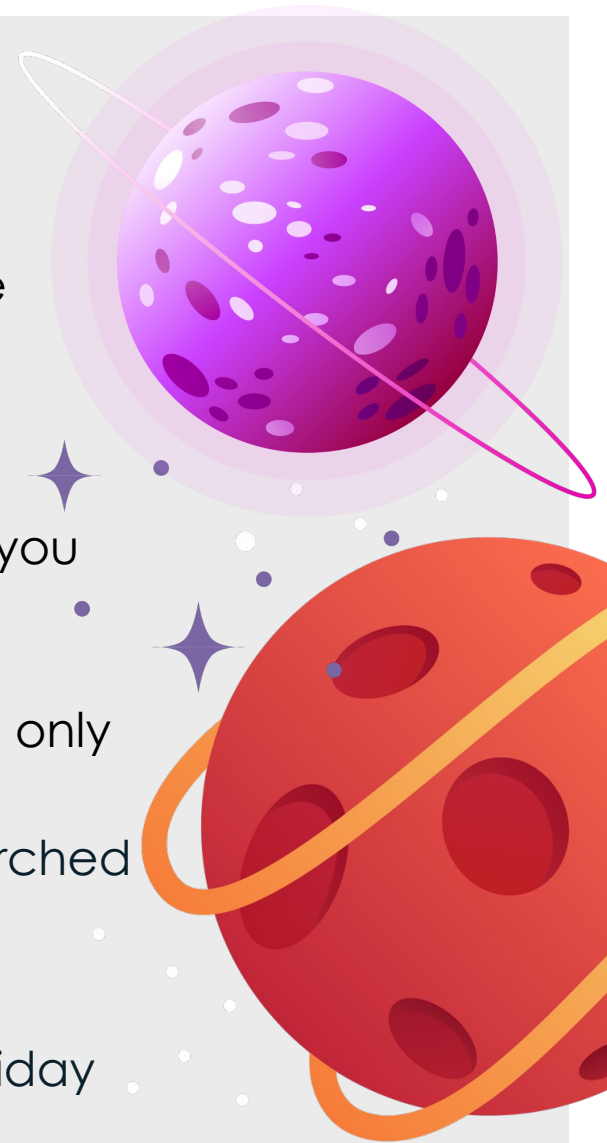


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# PPC Budget for Black Friday

# Google Ads – Budget & Bidding

- Decide how much budget you want to dedicate to Google Ads. Be aware competition is heavy, so you will need to increase budget for Black Friday promotions.
- Ensure the budget lasts for the duration of the campaign.
- Most Campaigns will use automated bidding where you might tell Google you want a certain ROAS for this product, with Black Friday you might want to readjust this value to be more competitive in the market.
- Do you need to change your CPC Target? Has a campaign been set up to only target a £5 CPA, this can increase due to competition for Black Friday.
- With competition being tougher than ever for Black Friday, have you researched relevant keywords and are you aware of how much the average CPC is?
- Review last years sales and see which products were selling the most.
- Decide how much you want to spend on an account overview for Black Friday and then split the budget into Product Categories.
- Find out how customers interacted with sales last night, was there a certain campaign which had a higher conversion rate.



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# Other Black Friday Preparation



# *How to prepare for Black Friday?*

- Ensure you have promotions ready
- Length of Black Friday offer
- Stock of products
- Review last years performance
- Ad Copy
- Promotions Extensions
- Sitelinks on Ads
- Creatives



# *Free Tools*

## **Google**

- Performance planner
- Auction Insights
- Retail category reports
- Benchmark CPCs
- Growth reports in Merchant Centre (price competitiveness & best sellers)
- Google Trends
- Google Ads Transparency

## **Facebook**

- Ads library



The background is a dark blue gradient with various celestial bodies. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. To the left of the main text is a green planet with dark spots. In the bottom right, there's a pinkish-orange planet with spots and a red planet with a yellow ring system. Small white stars are scattered throughout.

# Black Fridays Ended... Now What?

# *What's the plan?*

- **PAUSE BLACK FRIDAY ADS.**
- Ensure Promotions have ended on the account.
- Change campaigns back to previous settings.
- Review the budget for remarketing campaigns and exclude customers that have recently converted on the account.
- Review products sold and quantity.
- Review the data from Google Ads, which ads got the most impressions/clicks but didn't convert?
- Google Analytics Data – When did people visit the website, what page did they visit, which product had the best conversions?
- Google Analytics – Look at where the traffic to your website came from? Paid, Organic, Social, Email?
- Put your feet up. Black Friday is done... **Now time to plan XMAS Sales/Boxing day sales.**

# Thank you

[enquiries@anicca.co.uk](mailto:enquiries@anicca.co.uk)

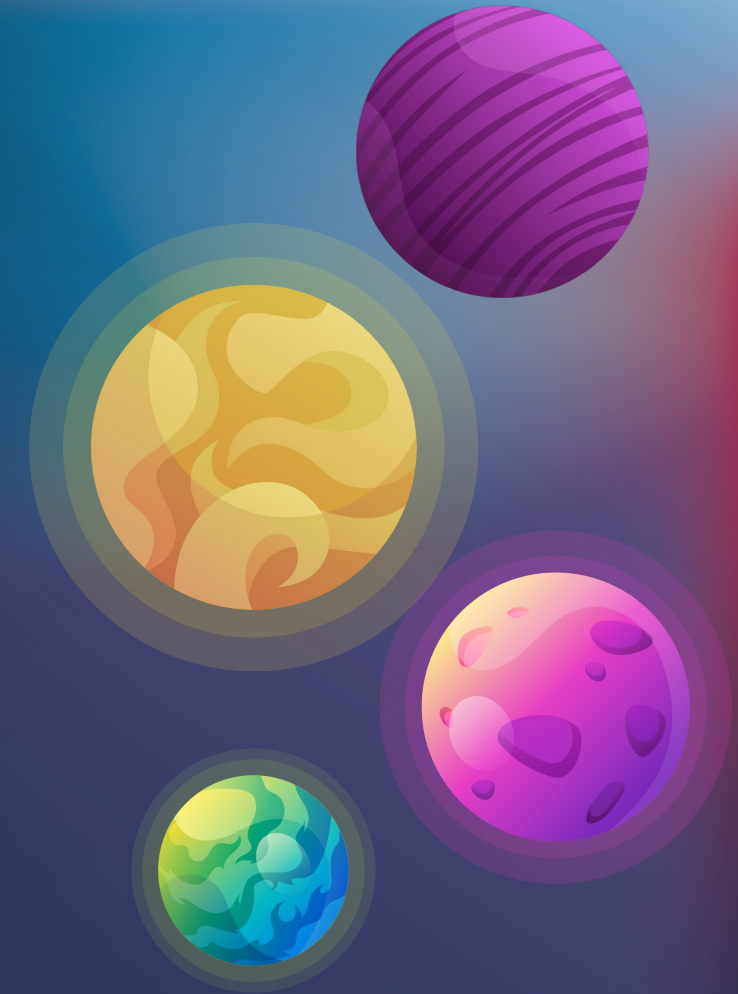
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Any Questions?

*P.S. Please leave me a review!*