



**Black Friday and Cyber Monday in New Zealand.
Do you have a plan?**

Prepared by Michael Fuyala, Linkshop

Linkshop

TABLE OF CONTENTS

1.0	Black Friday and Cyber Monday in New Zealand. Do you have a plan?	3
1.2	Black Friday sales in New Zealand.....	3
1.2	Cyber Monday sales in New Zealand.....	3
1.3	Singles Day sales in New Zealand.....	3
2.0	Advertisers strategies for key shopping events.....	4
2.1	Build a sense of anticipation.....	4
2.2	It's 2019, sustainable shopping is in.....	4
2.3	Go deep on the discount.....	4
2.4	Get your online store in order.....	4
2.5	Be where your shoppers are.....	4
2.6	Don't forget singles day.....	4
2.7	Align with a good cause.....	4
3.0	Publisher Strategies for key shopping events	5
3.1	Find the SEO opportunities.....	5
3.2	Ask your audience.....	5

1.0 Black Friday and Cyber Monday in New Zealand. Do you have a plan?

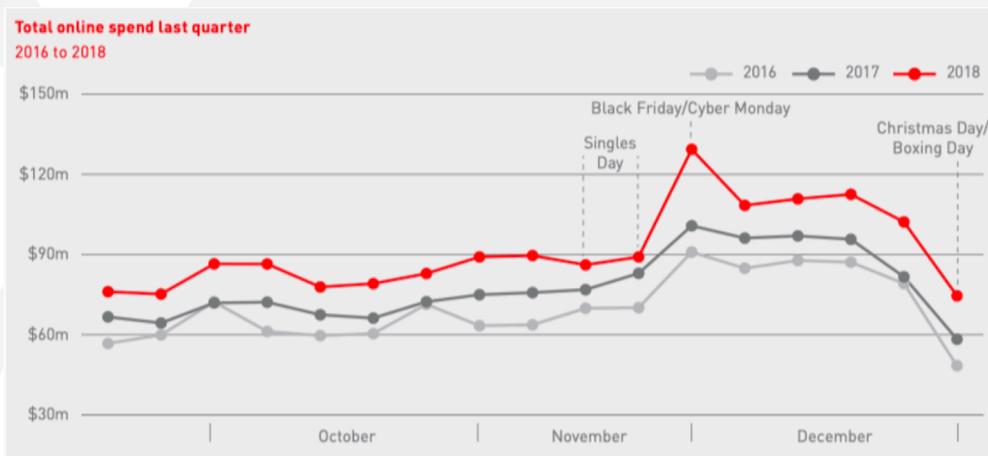
With the two biggest days for online spending in New Zealand just around the corner, its a good time to check in on your plan to make the most of them. Whether you're an online retailer that wants to grow ecommerce in 2019, or a publisher with an audience leaning on you to cut through the noise and hype, here's the low down on these two days, and Singles Day, and some ideas on how to stand out.

1.2. Black Friday sales in New Zealand

Black Friday in New Zealand is on Friday 29 November. Where did Black Friday come from? In the US, the day after Thanksgiving is when Christmas shopping season kicks off. The phrase Black Friday was earliest traced to Philadelphia in the early sixties, where it was used to describe the chaos, traffic jams and parking on that day. While the shopping event transitioned to the internet a long time ago, like some other US traditions (trick or treating anyone?) it's gathered momentum here in recent years, with [The Full Download](#) by NZ Post reporting Black Friday ecommerce grew 20.3% last year.

1.2 Cyber Monday sales in New Zealand

Cyber Monday in New Zealand is on Monday 2 December; this event began much later than Black Friday. In 2005, online retailers wanted their own day, as typically Black Friday sales were in store (back then many big retail brands still had poor online capability). While it is on the other side of the same weekend as Black Friday, both days, in their own right, are greater than Boxing Day sales for online shopping in New Zealand. The chart below highlights not only that these two days are the biggest online shopping events, but also that they are seeing the strongest growth.



(Credit: The Full Download, visit [NZ Post](#) for full report)

1.3 Singles Day sales in New Zealand

How about Singles Day? What is Singles Day and does it happen in New Zealand? Singles Day happens on Monday 11 November and is China's holiday for young people to celebrate being single (note the date 11,11 consists only of the number one which represents singularity). It turns out that single people decided the best way to celebrate not having a ball-and-chain relationship, is by shopping. Singles Day has grown into a shopping festival, and the world's biggest retail day for online and offline shopping. Last year a record \$46 Billion was spent online in 24 hours and New Zealand was the 9th best performing country.

2.0 Advertiser strategies for key shopping events

So, for the biggest days of the year for online shopping you've decided on your offer and have a plan in place to promote them. Here are 7 simple ideas to help stand out.

2.1 Build a sense of anticipation

Start dropping hints across all of your touch points; let shoppers know what to expect so they're ready to jump on and grab what they need when the sales kick off. If you have good email data, try teasing out deals relevant to each shopper segment so they know exactly what's in it for them. If your loyal shoppers get a deeper discount (which they deserve!), let them know in advance too.

2.2 It's 2019, sustainable shopping is in

Young people are mindful of careless excess and you should be too. Supply chain, packaging and what shoppers do with the old products that their new purchases will replace, are all important factors - make responsible choices and don't be afraid to communicate them to your customers. Offer strong incentives for environmentally friendly products, or email tips on how to responsibly redeploy or recycle old items post purchase.

2.3 Go deep on the discount

While regular sales are part of the value proposition for some brands, others work hard to avoid dropping their margin. If you fall in the latter camp, this is the time to offer up your deepest discount on distressed stock. Having a day dedicated to heavy discounts lets you get away with it, without shoppers coming to expect it year round. Give the bargain hunters what they want.

2.4 Get your online store in order

It's a good time of year to triple test your ecommerce platform and make sure it's fighting fit and ready to handle a deluge of shoppers with short attention spans. Check regular search terms from last year, run those queries and see what comes up. Are popular sellers tagged correctly? How's your page speed? Is checkout seamless? Do you need short term help with fulfilment?

2.5 Be where the shoppers are

With the launch of [The Market](#) in New Zealand, Trade Me's Stores are enabling retailers to [sell new products](#). Additionally, Amazon.com is in the headlines every other day, as more than half of all product searches commence on the Amazon platform. Marketplaces can be worth exploring if relevant to your business. You can read about setting up on Amazon marketplace [here](#), or Trade Me Stores [here](#).

2.6 Don't forget singles day

While Singles Day originated in China, like other online retail days, it has quickly become a global phenomena. Last year 700 New Zealand brands participated, with some like Ecostore, seeing material sales into China. Clearly a big day for those shipping to China, but with the [latest \(2018\) census](#) showing that 230,000 Kiwis identify themselves as Chinese origin, it's also an opportunity for local retailers too.

2.7 Align with a good cause

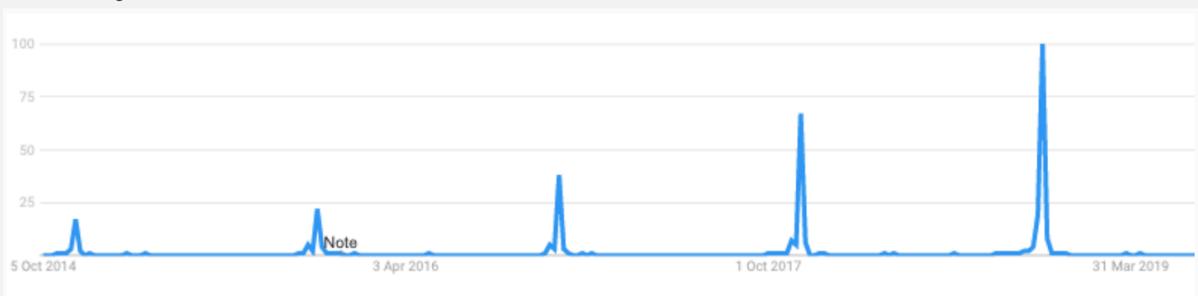
Mainstream media, Social Media and Kiwi shoppers' inboxes will be awash with sale day offers. So how can you stand out from the crowd? One way is to align with a good cause. If you don't have any charitable sponsorship in place, you can add your brand to [Rewardhub](#), an online shopping platform that rewards charities, clubs and schools by donating a percentage of whatever their supporters spend with you. This gives shoppers a strong incentive to support your brand and shop with you online.

3.0 Publisher strategies for key shopping events

For publishers, the big sale days are the perfect time to help your audience cut through the noise and be the trusted taste-makers that you are by sharing your picks of the best brands, products and deals. Your audience may already be primed to shop, so it's also a good opportunity to promote affiliate links. Here's a few things to think about when providing the annual run down on sales day specials.

3.1 Find the SEO opportunities

There are plenty of tools out there, including free ones, that will help uncover where the search action is going to be. The table below is sourced from Google trends, and shows the massive growth in New Zealand search volumes for "Black Friday". The numbers of people searching for Black Friday more than doubled between from 2016 to 2018, so it's a good territory to start exploring using tools with more insights.



Run a few Google searches for your brand and Black Friday, if you're in the habit of covering the sales each year, you may have older URLs which rank well but are out of date. There are various things you can do like update the stronger, older links or redirect them all to your latest story. The main thing is to be sure your top results are presenting shoppers with a guide to this year's Black Friday sales, rather than 2016!

Generic Black Friday search terms are going to be dominated by the retail brands, so trying to compete on those may be futile. Think about identifying product niches for Black Friday that work best for your brand. Further SEO analysis will give you an idea of the which ones to focus on.

3.2 Ask your audience

You might want to take the opportunity to learn a little more about your audience and gain valuable intel, not just on what they'll be shopping for, but what problems they're looking for you to solve. Depending on how engaged your social communities are you could run an Instagram poll, pose questions on Facebook, or run a competition to reward your audience for sharing ideas on what they want you to cover.