



The ultimate playbook from Sprii

How to use live shopping to conquer → Black Friday & Cyber Monday



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What this playbook is and what it isn't

We promise that the advice in this playbook won't simply be to "cut your costs and make better offers than your competitors". In fact, lowering your prices further may not even be an option for you if you want to keep a healthy bottom line. Luckily, there are other and more beneficial ways to get on board the Black Friday and Cyber Monday bandwagon.

In this playbook, we will teach you how to conquer Black Friday and Cyber Monday, and make the most out of this wildly popular shopping event. Whether you are a brick-and-mortar store, a webshop, or a hybrid, we've got you covered. All tactics mentioned here may not apply to you, but you can be sure to gain some valuable insights which will help you prioritize your efforts.

Let us show you how...



Christian Vester
CEO & Co-Founder at Sprii

Christian Vester

Black Friday + **Live shopping**
= a magical mix!

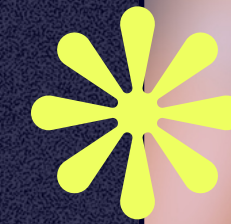


Black Friday and all its spinoffs!

Black Friday is the name of the Friday following Thanksgiving (the American holiday). Always the last Friday in November, it's generally considered to be the biggest shopping day of the year (and the day companies go from being in the "red" to the "black" - hence the name).



The huge popularity of Black Friday has led to the creation of Cyber Monday, another shopping day, which differs from Black Friday in that most of the deals and offers take place online.



Black Friday vocab!

Black Friday: The Friday following Thanksgiving

Cyber Monday: The Monday following Black Friday

Black Week: The week around Black Friday

Black Month: The month around Black Friday



Black Friday: the stats

79% of online Black Friday shopping in 2022 were from mobile devices. Meanwhile across Europe, the increase in retail sales from October to November increased by **up to 600%!**

UK shoppers spent an average of **£274.59** each during the 2021 Black Friday and Cyber Monday sales. Shopify retailers shattered all previous sales records, amassing **\$7.5 billion** in sales in 2022.



In 2022, European retailers saw an increase in sales of **14.5%** during Black Friday, compared to the same period the previous year.



How does live shopping work?

Live shopping sounds intriguing, but how does it actually work? Simply put, live shopping is the practice of showcasing and selling products through live video streams via social media and your website. →

You can use it to teach viewers how to take the best care of each item, show them how your products work in real life, and even model your items so they can see how they fit (or don't fit). →

It's also a great opportunity to entertain and interact with your customers, build community, and add a face and personality to your brand. →



SPRII IN ACTION!

During a live shopping event, Sprii replies to comments, creates orders for your customers, sends them a link to their basket, and handles payment and shipping.

Black Friday + **Live shopping** **Top 5 strategies**



1

Plan, plan, plan your live shopping events

Black Friday and Cyber Monday happen only once a year so it's important to be prepared. It is one of the most important retail events of the year, so you want to ensure maximum engagement and audience size for your Black Friday and Cyber Monday live shopping events. Therefore, it is paramount that you promote it well and create anticipation in advance.



Your prep list

- What **products** will you showcase?
- What **discounts** will you offer?
- When will you go live? In the **day or in the evening?**
- Will you use an **influencer** in your live show?
- Will you stream only on Black Friday, or will you **host other events** in the lead up?



2

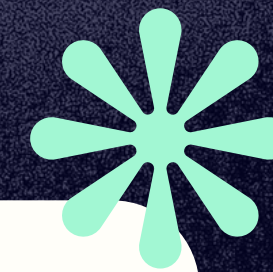
Highlight the ease of live shopping

During the craziness of Black Friday and Cyber Monday, live shopping stands out as a very attractive option for potential customers who are looking to avoid the crowds and long queues in stores, saving valuable time and reducing frustration.

Live shopping allows customers to browse and purchase products from the comfort of their own homes, avoiding crowded stores and the associated stress.

Moreover, it provides an interactive and personalized shopping experience, with hosts and influencers showcasing products, answering questions, and offering recommendations in real-time.

Overall, live shopping not only enhances convenience but also offers a more engaging and efficient way to shop.



3

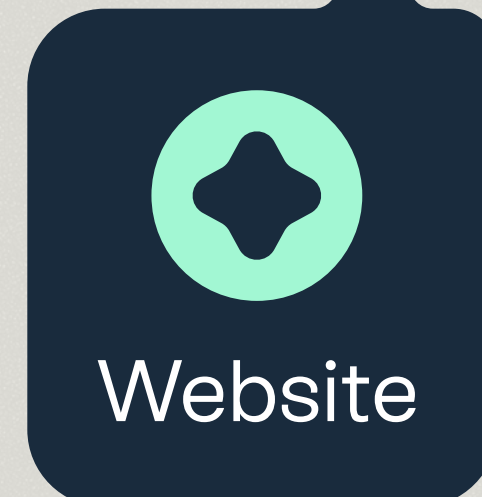
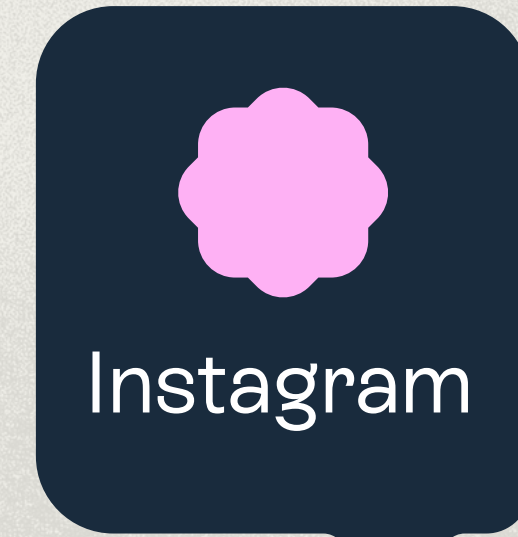
Use multiple channels to stream your live events

During Black Friday and Cyber Monday, people are going to be everywhere, so you, as a business, need to be everywhere too!

By streaming your live shopping event on multiple channels, businesses can reach a wider audience and thus enhance brand visibility and customer engagement.

This is particularly valuable during Black Friday and Cyber Monday, when customers are deliberately hopping from platform to platform in search of the best deals possible.

Sprii allows you to stream across Facebook, Instagram, and your own website simultaneously, with no extra effort!



4

Tap into people's fear of missing out

During Black Friday and Cyber Monday, potential customers often experience an intense pressure to participate in the shopping frenzy, driven by the fear that they will miss out on the best deals and discounts if they don't join in.

Live shopping enables viewers to make purchases instantly while watching the stream, which can be especially effective during Black Friday and Cyber Monday when time-limited deals are available. This instant purchasing capability can drive sales during live shopping events.



5

Create hype & excitement during your events

The beauty of live shopping is that it can be used in so many ways. This is particularly valuable during Black Friday and Cyber Monday when businesses are looking to engage their viewers in as many ways as possible.

Discover numerous strategies for hosting your most successful Black Friday or Cyber Monday event, and find out how Sprii can help you to achieve your goals.



3 ways to create hype

Encourage viewers to attend your live shopping event by offering products that are exclusively available during your Black Friday and Cyber Monday shows.



Decorate your filming area - use balloons, streamers or banners to make your show extra special



Host events in the lead up to your Black Friday or Cyber Monday event - offer teasers or FAQ sessions about certain products to build anticipation.



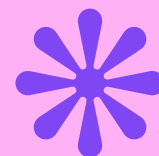
SPRII IN ACTION!

Use Sprii's customisable overlays with phrases such as "selling fast", and "today only". Hosts can also use Sprii's countdown timer to build a sense of urgency.

04:49

Get conquering!

Black Friday and Cyber Monday represent an awesome opportunity for brands and retailers to boost sales and acquire new customers. However, don't abandon them once the frenzy is over. With live shopping, you can maintain an unwavering focus on customer engagement beyond your Black Friday or Cyber Monday event.



There are lots of tools and tactics you can adopt to achieve your goals. By continuously engaging with shoppers and understanding their preferences, you'll remain relevant, top-of-mind, and encourage repeat purchases throughout the year.



Start conquering!



Get started today

Talk to a pro

Try now

Are you ready to join the live shopping movement?

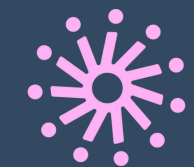
Begin your journey with the award-winning Sprii platform by trying now or reaching out to our team of live shopping experts today. This is your chance to witness first-hand how Sprii can elevate your retail success to new heights!



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