



2021 CYBER WEEKEND

ADS LOOKBOOK

Ad Inspiration & Best Practices



OVERVIEW

Cyber Weekend (the time from Black Friday to Cyber Monday) is nearly here. This is the biggest online retail holiday of the year, and if you haven't started strategizing you definitely should be.

Part of a solid marketing strategy for Cyber Weekend is running online ads. Whether it's prospecting or retargeting ads, or Google Ads, or a combination of the three, before and during Cyber Weekend is the time to invest on an ad strategy.

This lookbook was designed to give you a crash course in the ads we recommend you use. It also offers design inspiration and copy suggestions so you can get your ads up and running in no time.

So dive in and set yourself up to see some Cyber Weekend results.



Online retail revenue generated from Black Friday in 2020: \$9 Billion.
Online retail revenue generated from Cyber Monday in 2020: \$10.8 Billion.

THE CYBER WEEKEND CALENDAR

LATE OCT - 11/24

EARLY BIRDS

Start hyping your Black Friday and Cyber Monday deals toward the end of October (or sooner) to build up some momentum. Offer early bird deals as the big days gets closer.

11/25

THANKSGIVING DAY

Thanksgiving is more and more becoming a huge day for online sales, and many retailers start online Black Friday deals on this day.

11/26

BLACK FRIDAY

The first big day of Cyber Weekend is here! Don't be afraid to send a few emails today, as many shoppers' inboxes will be loaded with other retailers' promotions.

11/27

SMALL BUSINESS SATURDAY

Take advantage of this unique holiday that is specifically for SMB retailers by leveraging special deals with your Black Friday and Cyber Monday promotions.

11/28

SUNDAY SALES

While this day doesn't have a catchy name to accompany it, it's still a huge part of this weekend, and should be used to catch people still looking for deals from the previous days, or early access to Cyber Monday.

11/29

CYBER MONDAY

Like Black Friday, make sure you have a good amount of touch points set up so your promotions don't get lost in the crowd.

ONLINE AD TYPES

PROSPECTING

Prospecting ads are your solution to driving new traffic to your online store. This ad type will target new shoppers that are identical to your ideal customer. Prospecting ads fit into any marketing strategy with their ability to bring new, unique traffic to your online store.



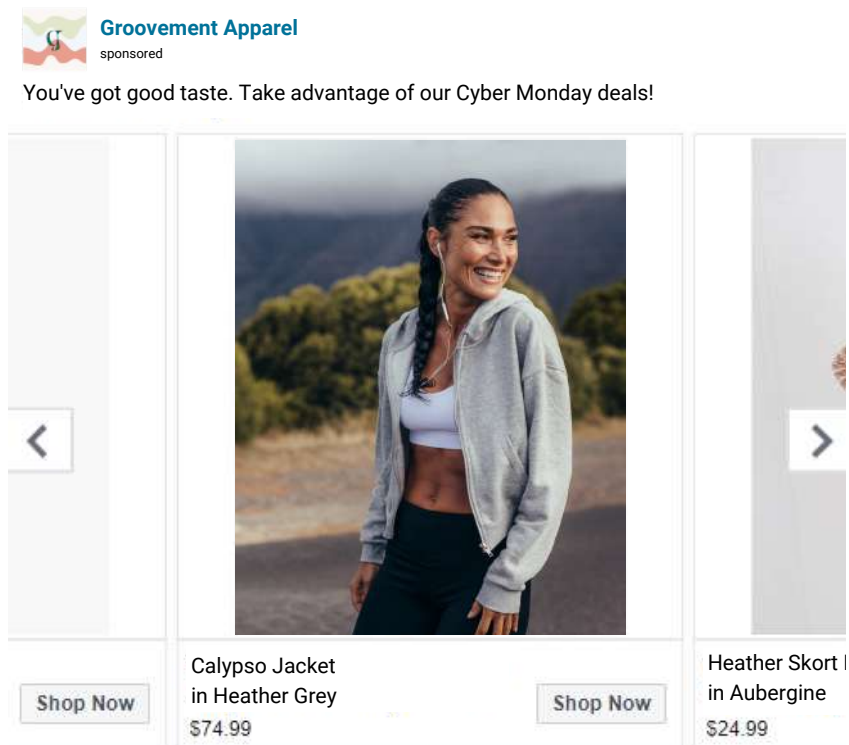
Online retailer **Talia di Napoli** increased online orders by almost 4000% (that's NOT a typo) using online ads. [Click here](#) to learn how.

ONLINE AD TYPES

RETARGETING

Window shopping is nothing new, and it's extra prevalent on the internet, especially during Cyber Weekend. That's where retargeting ads can come in and help close the deal.

When an online shopper visits your store and doesn't make a purchase, retargeting functions by sending an ad to that individual that dynamically populates with whatever they were just looking at.



Groovement Apparel
sponsored

You've got good taste. Take advantage of our Cyber Monday deals!

Calypso Jacket
in Heather Grey
\$74.99

Heather Skort
in Aubergine
\$24.99



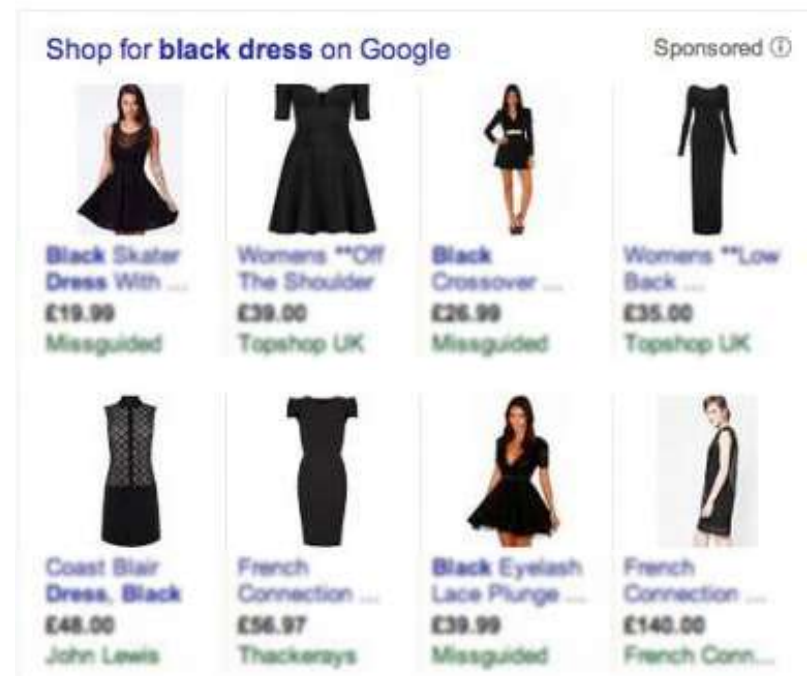
Southern Baked Pies saw an astounding 28X ROI in their online ads campaign. [Click here](#) to learn more .

ONLINE AD TYPES

GOOGLE SEARCH AND SHOPPING

Google Search and Shopping Ads are invaluable tools, especially during Cyber Weekend. Having your item show up in Google searches on the front page is pretty much unbeatable from an ad perspective.

Because of this, it's important to budget accordingly. Make sure you've taken a look at your historical data so you know exactly which day is worth your marketing spend. And to really maximize the value of this ad type, make sure you roll it out as early as possible and feature the products that have the most profitability for your store.



With a boost from online ads, **Meat Church** brought new traffic to their site and gained 40,000 new subscribers. See how they did it [here](#).



ONLINE ADS LOOKBOOK

Online ads can come in all different types of displays. From showing off a single item to numerous; a static display or a moving carousel; marketers have a lot of options to work with.

Over the following pages, you'll see just a handful of options available to you to work with, and we encourage you to explore all the display types at your disposal to see what fits best for your brand.

LEADERBOARDS



BIGGEST SALE OF THE YEAR

HG
HAMMOCK GEAR

SHOP NOW



GLAMAZON
Beauty

40% OFF SITEWIDE!
Guaranteed 24 Hour Shipping!

SHOP NOW



The3
BOUTIQUE

30% off
Entire site

Free shipping +
Gift with purchase
for orders over \$150

Use Code: BFW30

SHOP NOW

RECTANGLES & SQUARES



DESIGNER REVIVAL

Get up to \$350 off Black Friday Sale.

Shop Now, Pay Later

GLAMAZON

**Black
Fri-YAY!**

Get
**40% off
Sitewide!**

FREE shipping on
orders \$40+

SHOP NOW



**30% off
Entire site**

Free shipping + Gift
with purchase for orders
over \$150

Use Code: **BFW30**

SHOP NOW

MULTI-ITEM DISPLAYS



Erin's Faces
Sponsored · 🌐

...

Green Beauty Gifts for You and Your List! Get 20% off your entire order – our biggest sale of the year! Now through Cyber Monday.



**Orange and Cream
Body Balm Set**

[Shop Now](#)



**Peppermint and
Cream Gift Set**



OLY Clothing
Sponsored · 🌐

...

Black Friday is here, up to 70% off!

*excludes AW Range



**Get It Done with OLY
Signature Jumpers**

[Shop Now](#)



**Signature Jumper -
Royal Blue**

CONCLUSION

Online ads are the ultimate tool for bringing new traffic to your site and generating revenue from online window shoppers you might have otherwise missed out on.

When it comes to generating revenue this Cyber Weekend, online ads are exactly what you need in your marketing strategy. With the right campaign, targeted audience selection, and careful budgeting, online ads can help you see awesome results during the busiest time of the year.



**QUESTIONS?
LET'S CHAT.**

Looking for some extra help with your online marketing strategy? Reach out to us at contactus@springbot.com today and we'll be happy to assist you!

Visit us at
www.springbot.com