

CHAPTER 7

Capitalising on shopper trends like Black Friday



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Introduction

The PayFast Guide to Going Online is a comprehensive ebook to help aspiring entrepreneurs such as yourself turn your hobby into a successful online business.

In this seventh chapter of the guide, we provide useful tips that you can incorporate into your ecommerce business strategy to make the most out of Black Friday and other seasonal retail events.

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CAPITALISING ON SHOPPER TRENDS LIKE BLACK FRIDAY

Over the last couple of years Black Friday and Cyber Monday have grown in popularity to become the biggest event in the retail calendar. Even before lockdown, Black Friday was experiencing immense growth online, with my big online vendors running deals up to a week or more ahead of the big day.

Tooltip: Practical questions to consider ahead of Black Friday

- Should I hire temporary staff around the busy period to pack boxes?
- How good is my inventory tracking? What happens when things sell out?
- Do I have enough boxes and packaging material?
- Do I have established lines of communication with my suppliers? With my courier company?

Advertise your Black Friday deals

The best way to generate excitement amongst your customer base is to **advertise your Black Friday specials a few weeks before the big day.**

This can be done on your social media pages via organic and paid posts and in email blasts sent out to your database. You can create hype around your Black Friday specials right up to the big event and even during the busy weekend.



Easy Advance business funding pro tip

- If you're a registered PayFast merchant and have built up existing sales volumes with PayFast, you'll be able to access pre-approved business funding through your PayFast Dashboard. Our Easy Advance feature is a partnership with Retail Capital that offers unrestricted business funding that can be used for getting up and running, executing a marketing plan or sourcing extra stock for Black Friday.
- If you qualify you'll see a real-time, personalised notification on your PayFast Dashboard when you log in to your PayFast account stating how much you qualify for. If you take up the offer you will be taken through a simple sign up process and the funds will be transferred into your bank account that's linked to your PayFast account within 24 hours.

Find out more about Easy Advance here: payfast.co.za/features/easy-advance

EASY ADVANCE
by PayFast





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EASY ADVANCE *by PayFast*



Provide excellent customer service

Throughout the Black Friday period (and forever after) provide top-notch customer support, including keeping your customers up to date on their delivery status, returns and refunds. This will go a long way in creating happy customers who are more likely to return and promote your store amongst their social networks.

Black Friday promotions pro tip

“Doing promotions shouldn’t mean that you lose money needlessly; it’s a tool for ultimately growing your business in the long term. You should aim to try and break-even if you can when considering all costs. Ideally, you should still make a profit over this period, but you can consider it a market building opportunity too (which comes at a short term cost sometimes).”

- Jonathan Smit, Founder of PayFast





Find out more about going online

To find out more about getting your business online, download the entire PayFast Guide to Going Online or any of the individual chapters that may be relevant to your online business.

[Download the entire PayFast Guide to Going Online](#)

Download the individual chapters:

[Chapter 1: Developing your business plan](#)

[Chapter 2: Managing logistics](#)

[Chapter 3: Building your online store](#)

[Chapter 4: Setting up a payment gateway](#)

[Chapter 5: Marketing your online store](#)

[Chapter 6: Converting visitors into customers](#)



About PayFast

PayFast is a leading online payment processing solution for individuals, non-profit organisations (NPOs) and businesses of all sizes in South Africa. Over 80,000 merchants from a variety of South African businesses, big and small, have registered with PayFast to process and manage online payments made by their customers.

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