Spinzo

Successful Holiday Promotion Elements

1. Focus on redeemable flex products (Plans/BOGOs)

With uncertain events, it's important to give buyers full flexibility to use their purchase at any future event.

2. Create an additional "Deals Day" beyond Black Friday

Look what Amazon did with "Prime Day". Create your own day for buyers to focus on you without other deal distractions.

3. Trigger multiple successive "Lightning" deals

People love limited time offers with countdowns. Run at least 6 throughout the day. One goes. One comes.

4. Launch #CrowdPricing promotions (More Buyers = Lower Price)

If you want ultimate buyer excitement and social sharing, run promotions that compel it. The more people in, the better the deal!

5. Offer early bird incentives within some offers

Give an extra bonus for early buyers: a hat, a fan experience, or a BOGO code for a future purchase.

6. Open the velvet rope with an exclusive (never before) experience

Coming out of the pandemic, people want fun and exclusive experiences. Give buyers something never-before provided.