Black Friday 2025 Playbook:

Your Winning Strategies for Ecommerce Success

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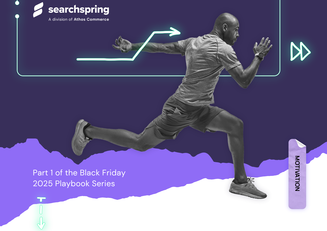

MOMENTUM

Part 1 of the Black Friday 2025 Playbook Series

Welcome to the Playbook Series: Your Winning Strategies for Ecommerce Success

Black Friday. Cyber Monday. Cyber Week—these aren't just shopping events. They're the World Series of ecommerce. Every year, competition gets tougher, customer expectations rise, and brands must step up their game to win.

That's why we've created this Black Friday 2025 Playbook Series—a four-part game plan designed to help you prepare, optimize, and execute a high-performing peak season strategy. In this first playbook, we're setting the foundation for success:

- Understanding key trends of the holiday shopping season
- Breaking down consumer behavior and strategic planning
- Building a strong pregame checklist so you're ready before the rush

This playbook is where champions are made. Get ready to train, strategize, and dominate Black Friday.

Peak traffic at Searchspring hit

1.75 million search requests per minute

on Black Friday in 2024. If your site can't handle high demand, you're losing sales before checkout.

Searchspring BFCM 2024 Report

The Black Friday Opportunity: More Than Just a Sale

Black Friday isn't just about driving sales—it's a cultural phenomenon. It's the starting gun for the holiday shopping season, a high-stakes event where brands have an opportunity to capture a massive surge in consumer demand. With global retail ecommerce sales projected to hit **$7.4 trillion this year**, Black Friday alone contributes billions in revenue. To win the day, retailers have to check all the right ecommerce boxes—and there are many to consider.

Key Factors Impacting Black Friday 2025

Black Friday 2025 is not going to be the usual annual shopping spree. Several dynamics are reshaping the landscape. Smartphones now drive 78% of retail website traffic and account for **68% of ecommerce orders**. Mobile-first shopping will be a major factor and having a mobile-friendly site won't be enough. Retailers must have a mobile-first mindset so that every aspect of the shopping experience—from browsing to checkout—is optimized for the small screen.

Multichannel will also dominate. The customer journey is no longer linear, as shoppers seamlessly move among social media, marketplaces, and brand websites, often researching on one platform and purchasing on another. Brands must have a cohesive presence across all channels if they expect to compete.

AI-driven personalization will take center stage as consumers have grown accustomed to tailored shopping experiences. They expect personalized search results, product recommendations, and offers that align with their individual preferences. Generic experiences simply won't cut it. Plus, with the proliferation of ecommerce retailers and comparison tools, competition will be higher than ever because consumers are more informed and demanding than ever. They expect not only the best deals but also a seamless and engaging shopping experience.

To stand out in this increasingly fragmented digital landscape, brands must adopt a data-driven, AI-powered, and customer-first approach to their Black Friday strategy. This playbook will equip you with the strategies you need to win Black Friday 2025 and beyond. We'll cover everything from optimizing search and merchandising to leveraging multichannel commerce and personalization—ensuring you're ready to maximize revenue, drive conversions, and retain customers well beyond the holiday season.

BFCM 2024 proved that Black Friday is no longer just a one-day event.

With 57% of searches happening outside of Black Friday,

brands must extend their promotions to stay competitive.

Searchspring BFCM 2024 Report

Winning Black Friday isn't about showing up on game day—**it's about the training camp leading up to it.** Brands that plan early, test their site, and optimize their promotions are the ones that dominate the field.

Pregame Checklist: How to Prepare Your Site for Black Friday

Site Optimization

Set up AI-powered search and merchandising

- Ensure AI-powered search is correctly implemented and tested.
- Configure AI-driven merchandising rules for automated product displays.
- Test and optimize "searchandising" strategies.
- Implement visual search and voice search if applicable.

Test mobile performance and speed

- Conduct thorough mobile speed tests using tools like Google PageSpeed Insights.
- Optimize images and videos for mobile devices.
- Implement lazy loading and content delivery networks (CDNs).
- Test mobile navigation and touch-friendly design.
- Ensure mobile checkout is optimized for speed and ease of use.

Streamline checkout process with express payment options and guest checkout option

- Enable guest checkout to reduce friction.
- Integrate express payment options like Apple Pay, Google Pay, Shop Pay, and PayPal.
- Minimize form fields and auto-fill addresses where possible.
- Implement clear progress indicators and secure payment options.
- Test the checkout process on various devices and browsers.

Traffic and Marketing

Schedule email and SMS campaigns

- Create segmented email campaigns for pre-Black Friday promotions, early access, abandoned cart recovery, and post-purchase follow-ups.
- Schedule SMS notifications for timely discounts, stock alerts, and abandoned cart reminders.
- Personalize email and SMS messages based on customer data.
- Test email and SMS campaigns to ensure deliverability and effectiveness.

Optimize social and paid ad strategies (Google, Meta, TikTok, Amazon)

- Optimize paid search and social media campaigns for relevant keywords and target audiences.
- Use retargeting and dynamic product ads to reach high-intent shoppers.
- Test ad creatives and landing pages to maximize conversions.
- Monitor ad performance and adjust bids and budgets as needed.
- Utilize social media engagement tactics.

Update multichannel product feeds (Google Shopping, marketplaces, retail media)

- Ensure product feeds are accurate and updated in real time.
- Optimize product data for each channel, including titles, descriptions, and images.
- Leverage dynamic pricing and automated adjustments.
- Expand reach to new channels and marketplaces.
- Utilize feed analytics to track performance.

Personalization and Merchandising

AI-driven product recommendations

- Implement AI-powered recommendation engines for cross-sells, upsells, and complementary products.
- Personalize product recommendations based on shopper behavior and preferences.
- Test and optimize recommendation strategies.

Create smart banners and landing pages for deals

- Create dedicated landing pages for Black Friday deals and promotions.
- Use dynamic banners to highlight relevant offers and promotions.
- Personalize landing pages and banners based on shopper segments.
- Optimize landing pages for mobile devices.

Schedule personalized promotions

- Segment customers and schedule personalized promotions for different segments.
- Offer exclusive discounts and early access to VIP shoppers.
- Use personalized email and SMS messages to deliver promotions.
- A/B test promotions.

Be Black Friday Ready

Want to see how Searchspring can power your best Black Friday yet? **Schedule a no-obligation demo today.**

Stay tuned for Part 2 of the Black Friday 2025 Playbook Series, "The Ultimate Playbook for On-Site Optimization," where we take a deep dive into search and product discovery, merchandising and product placement, personalization, and mobile optimization strategies for Black Friday success.

Schedule Demo Now