



BFCM Ecommerce Conversion *Playbook*

HOW TO CONVERT AND RETAIN YOUR HOLIDAY CUSTOMERS

Contact Us

Complete the form below and send your message to us.

First Name Last Name

Email Address

Phone Number

Message

Get 10% OFF your order

Sign up and unlock your instant discount.

07 23 55 41

Days Hours Minutes Seconds

A hand holding a stick of pink cotton candy against a light blue background.

FLASH SALE

10:24:33:01

Days Hours Minutes Seconds





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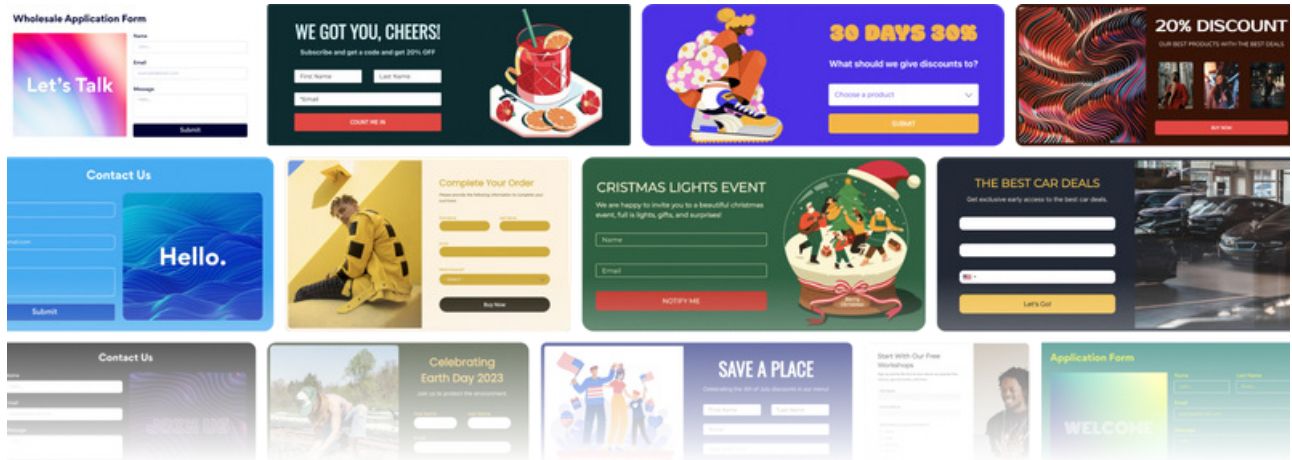
Get every POWR app for just \$29/month to improve your conversion rates ahead of BFCM. Offer available now until October 31st on annual plans only — **get started here.**

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WHY CONVERSION RATES MATTER

Introduction



Driving business growth shouldn't mean just chasing more traffic. Too often, brands focus on acquiring new customers during BFCM (Black Friday and Cyber Monday) instead of thinking about how to convert the customers they already have. Depending on how you're driving site traffic during the holiday season — deep discounts, paid ads, organic marketing campaigns — your costs can add up quickly without any meaningful returns, doubly so during BFCM when customers are looking for the best deals of the year from both their favorite brands and brands that are new to them.

This is where conversion rate optimization, or CRO, comes in: turning your site visitors into leads and customers who complete desired actions, such as making a purchase.

Brands shouldn't expect this to happen automatically. They need to nurture relationships with visitors through engaging experiences that encourage conversions. But prioritizing conversion over acquisition yields quicker, bigger wins: **a 2% to 3% conversion rate can mean 50% more revenue with the same amount of traffic.** And if your site traffic peaks during Black Friday, taking advantage of the holiday rush can lead to exponentially bigger returns.

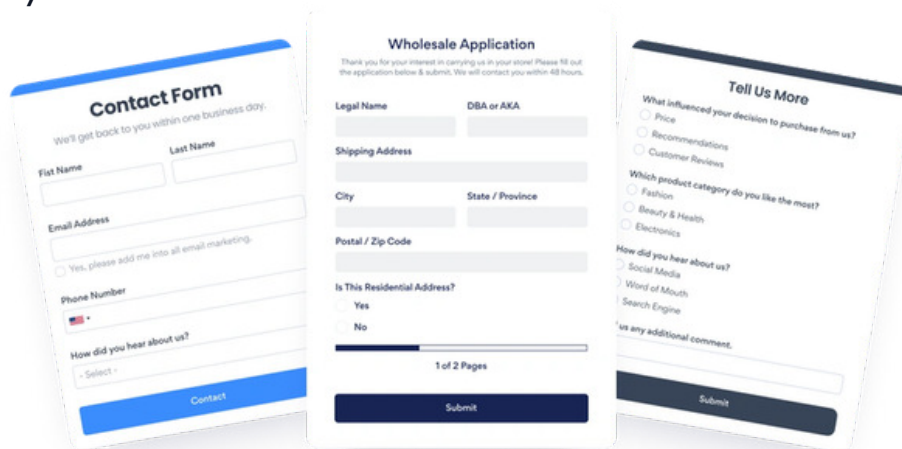
Where are brands losing out on conversion opportunities? This can be summarized in three stages: capture, convert, and retain. When visitors leave your site, leads go cold, and customers don't come back, those are missed chances to drive more sales and revenue. This is especially true when holiday shoppers take advantage of the best deals of the year, but aren't given an incentive to return.

In this ebook, we'll share different ways to increase and optimize your conversion rates at every stage to make the most of Black Friday and Cyber Monday.

TURNING VISITORS INTO LEADS

Capture

How much do you know about the visitors who land on your website? If you're using an analytics tool, you might know where they're coming from, what pages they looked at, and how long they stayed, but not much else. It's crucial to capture their information and their attention to guide them towards making their first purchase, especially during a seasonal event when you have a significant increase in potential customers landing on your website.

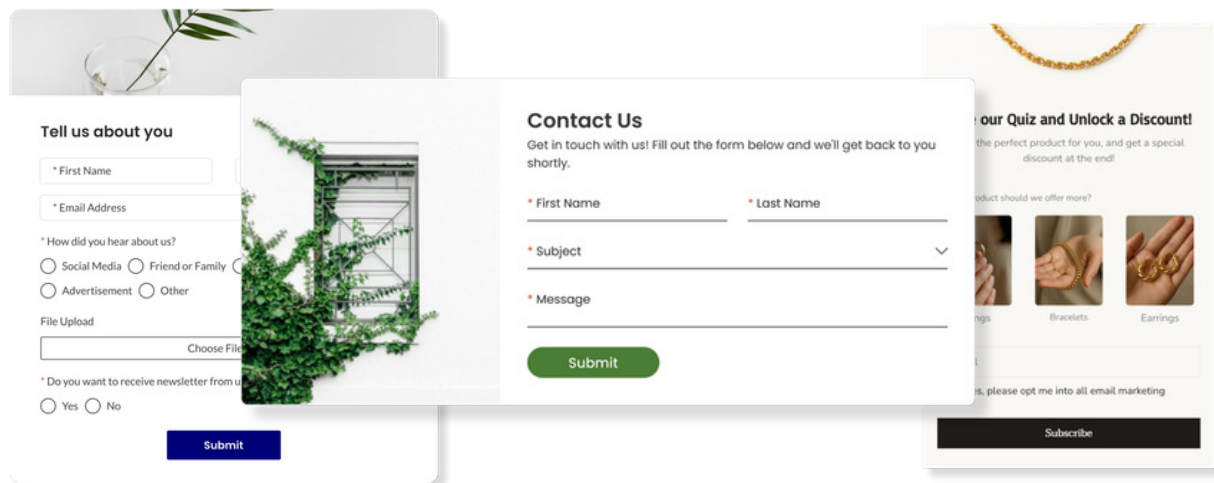


Why this matters: Anonymous visitors don't give brands much information to work with, leaving revenue on the table. Turning visitors into leads by asking for things like contact information and buying intent helps target individuals, build relationships, and drive conversions.

Forms

Forms don't just help you manage certain tasks for your store (collecting information for a wholesale order, managing a return). They also help you collect information about your site visitors, turning them from one person among many to a unique individual with their own attributes, interests, and needs. They're one of the easiest ways to learn more about your customer and re-connect after their first visit to your website.

They also reduce lost leads and missed growth opportunities.



How it works: Forms can vary depending on your business goals. For example, maybe you want to learn more about the problem they're trying to solve so you can recommend specific products with a limited-time holiday discount. Maybe you want to drive more newsletter signups to keep them updated about future sales events, so you ask for their email address.

POWR's forms can also be used to collect payments or information for custom orders, increase memberships and donations, or get feedback about their experience with your products and services.

Once you have more information and context, you can start to build customer segments based on shared attributes. For example, sending a welcome email to newsletter subscribers, or recommending items often purchased together based on how they answered a product survey. Maybe you create a form to collect the email addresses of customers who want to be notified when your Black Friday sale goes live.

How to get started: Identify one (or a few) goals where you either want to collect more information or insights, or to build specific segments or areas of your business. This could be as simple as capturing email addresses to grow your lead list, or something more defined like driving more subscriptions or memberships.

When creating your form:

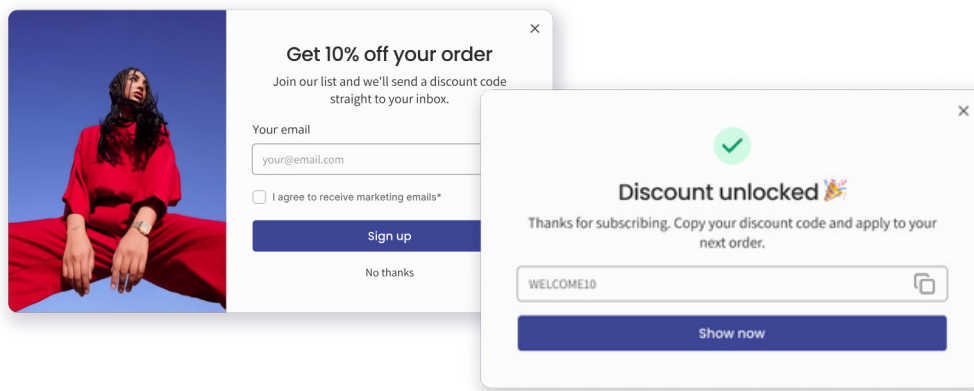
- Make sure it's highly visible on your website
- Use visuals and popups to make them easy to find
- If you have a dedicated area for your holiday collection or sales event, keep the form near the top of the page so visitors don't have to scroll far to get started

Popups

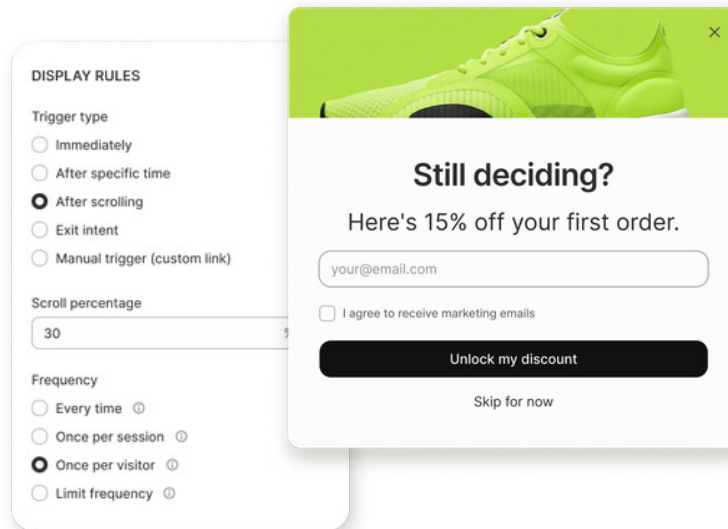
Popups make it easy to collect information and encourage action from your site visitors. Instead of waiting for them to visit specific pages or perform specific actions, popups let you ask or tell them exactly what to do next. They keep visitors on your website by showing why and how to keep engaging with your brand.

How it works: Like forms, popups can be used to achieve different goals. For example, you can ask visitors to share their email address to receive a discount code, or to subscribe to your newsletter to learn about future sales.

They can also be used to share information, such as when your holiday event starts and what offers are available, with a button or link that takes them right to the relevant page. Popups are also often used to prevent visitors from abandoning their carts by reminding them about their items or offering a coupon to incentivize them to complete their order.



POWR's popups can be strategically placed, scheduled, and customized for different target audiences. First-time visitors might want to learn more about your brand, while returning visitors are ready to make a purchase and need a discount code to push them in the right direction. **The average conversion rate is 8.3% for new visitors and 5.1% for returning visitors.**



How to get started: Decide what actions you want your site visitors to take. Do you want them to start a subscription, check out your new product, or browse your holiday sale? Or maybe you want to collect or share information with visitors to build up the relationship before asking them to complete a significant conversion.

You'll also want to consider how your popup is set up. When should it show up, and for whom? Where should it appear on your website? It's also important to consider what comes next, such as the confirmation email once they've subscribed.

TURNING LEADS INTO CUSTOMERS

Convert

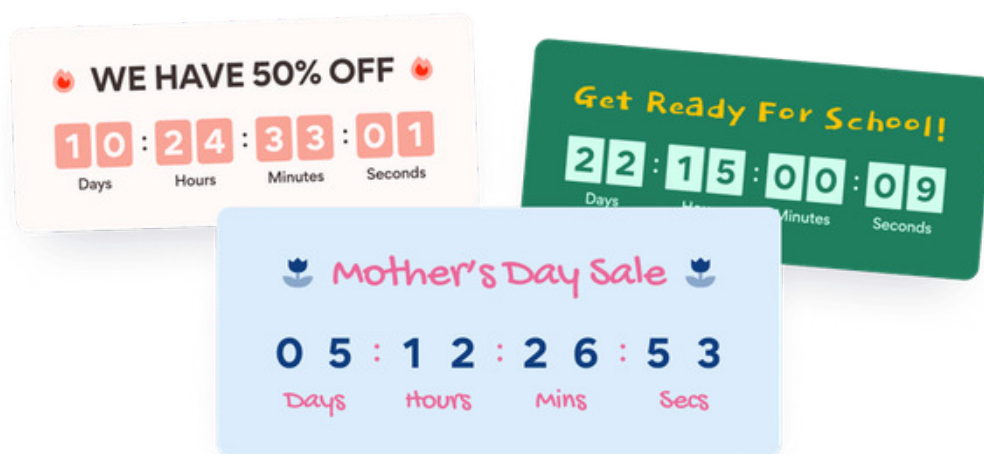
Once you've turned your visitors into leads, it's time to turn your leads into customers. Some may return to place an order on their own, but often, leads need the right incentive to make a purchase. This is when you need to remove as much friction and uncertainty as possible so your leads can follow through.

Why this matters: People may be looking at dozens of brands during Black Friday, whether they're generally looking for good deals or trying to solve a specific need. They need an explanation or a reminder of why they should choose your brand and why they should make a purchase now.

Countdown Timers

Countdown timers drive urgency by telling people they have a limited window of time to complete an action. It's most often used during a sales event or with discount codes that have an expiry date, perfect for getting customers to make their first purchase during Black Friday. They increase conversion rates and drive faster buying decisions by prompting customers to act quickly before they miss out on a limited-time offer.

How it works: POWR's countdown timers can be placed in different areas on your website's page to get customers' attention, telling them what deal or offer is available and when it ends. They can either count up (e.g. how long until a sale starts) or count down (e.g. how long until a sale ends). Brands typically use countdown timers to promote sales or holiday events like Black Friday, limited-time offers, or product drops. By asking customers to focus on something urgent and/or something with an added benefit, they're more likely to convert.



How to get started: As you're preparing for BFCM (or any limited-time event), create a countdown timer that either signifies the start or end of the offer window. Decide where and how it will show up on your website, and what action you want customers to take. Make sure to clearly explain what they'll miss out on if they don't take action: for example, a sitewide sale, a limited-edition version of a popular product, or your best deals of the year.

Payments

Offering the right payment methods and checkout processes can be the difference between a successful purchase and an abandoned cart. Payment forms should specify payment types, currency, product information like size or quantity, and shipping and taxes. They should also make it easy for customers to apply discounts and see payment options, such as Stripe or PayPal.

How it works: If the checkout process isn't easy to find or simple to follow, customers are more likely to abandon their cart or even give up on your brand altogether. This is even more common during Black Friday when your competitors are also offering discounts, making it easy for customers to switch at the first sign of friction. Using POWR's payment button that starts the process and payment form that includes all the information a customer needs to know increases the likelihood of them placing an order.

How to get started: Review your current checkout process to identify where customers might get stuck. Create a payment form that provides relevant information and options, such as payment type (one-time purchase, donation, subscription), discount options (percentage or amount off), or the ability to add custom instructions during checkout. If you're running a sitewide discount during Black Friday, consider adding a line of text or a banner to remind customers to apply the offer.

TURNING CUSTOMERS INTO REGULARS

Retain

Converting customers doesn't stop after the first purchase. Brands need to give them a reason to keep coming back after the holiday sales period ends — not only to make more purchases, but also to engage in other ways and build deeper connections with your products. Retention leads to customers spending more and buying more often over time, and can even lead them to tell others about your brand.

Why this matters: Returning customers are more likely to convert again compared to first-time visitors who aren't as familiar with your products. It's also more expensive and time-consuming to convince new customers to make a purchase.

Welcome Flow

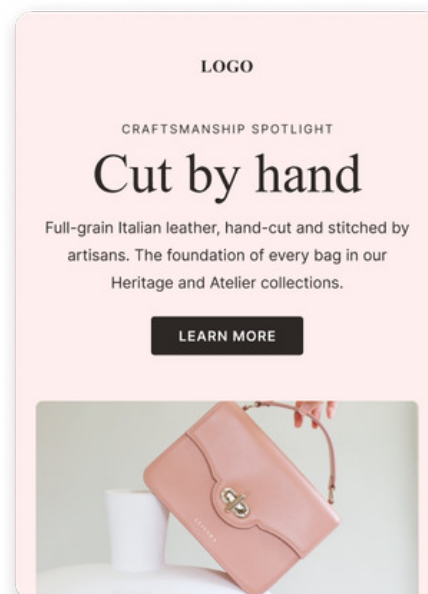
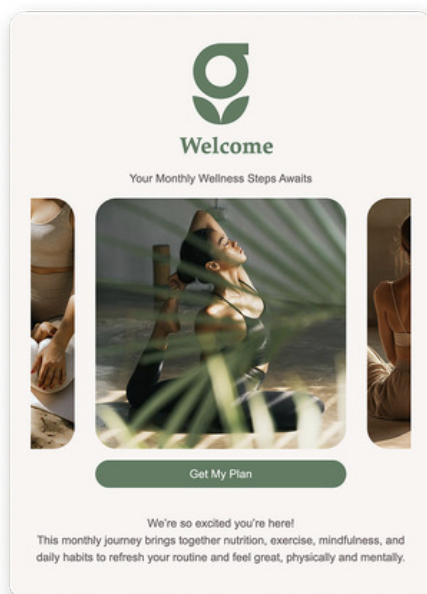
A good welcome email uses your branding and messaging to tell customers who you are and why they should care. This may include your brand's story, your best-selling products, or even a discount code to encourage their first (or second) purchase.

Some welcome emails keep it simple so customers aren't overwhelmed with information, while others go into detail about what the brand has to offer and nudge customers towards placing an order.

They typically follow a customer's first purchase, but can also be the first email in a contact form or newsletter signup sequence.

How it works: Brands need to engage with customers across different channels to keep them aware and interested. Email is one of the most direct and personalized ways to get a customer's attention. Reaching out to customers directly and educating them about your brand and products makes them more likely to remember you.

Note: POWR Email is currently in beta for Wix and Shopify.



Abandoned Cart Flow

When customers don't complete their purchase, they're at risk of never engaging with the brand again altogether. This is especially prevalent during BFCM, when customers have multiple brands with comparable offers to choose from.

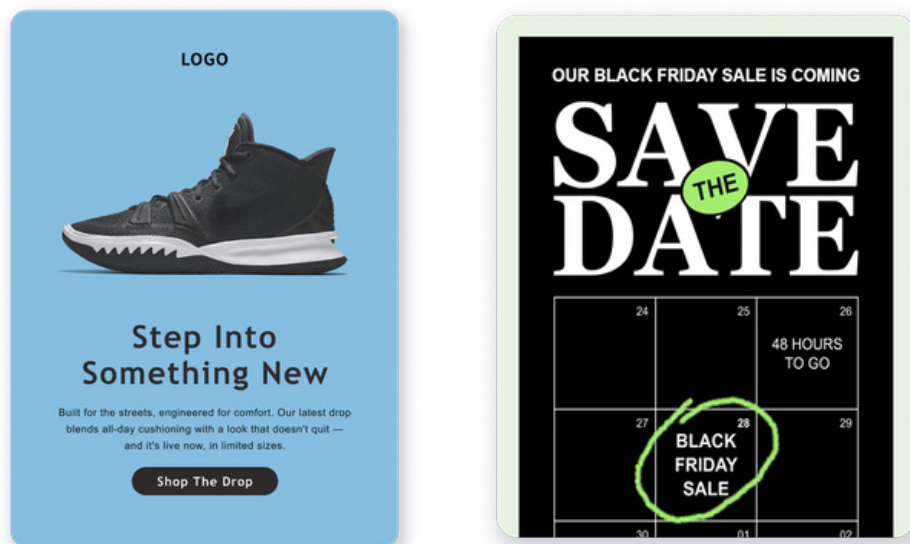
Abandoned cart emails solve this by reminding customers about the items in their cart, encouraging them to complete their order. They may also include a discount code as an incentive or additional details, such as reviews or before-and-after photos, to show that other customers love and trust the brand's products.

The best abandoned cart emails bring customers back to the website to convert without creating a false sense of urgency. Reminding customers about a seasonal offer or limited-time discount is a great way to reduce time-to-purchase, but telling customers that something is almost out of stock when it's not can affect customer trust and brand reputation in the long run.

How it works: Customers abandon their carts for various reasons, such as running out of time, getting distracted, waiting for a better deal, or encountering issues during checkout. Abandoned cart emails encourage them to come back before they miss out on a great product or a good deal, reducing the chances of lost sales and revenue.

Repeat Purchase Flow

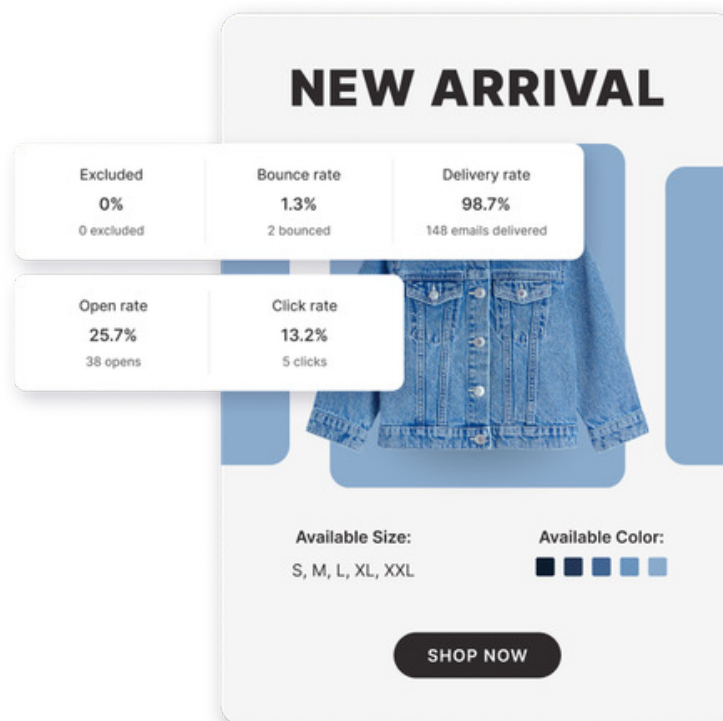
Not all customers will automatically return to your website to buy something again or to try a different product. They usually need a reminder or an incentive before they place a second order. **Repeat purchase emails keep your brand top-of-mind** for existing customers by prompting them to buy something they previously purchased. They might also include recommendations, such as best-selling products or items similar to the ones they previously purchased.



Like welcome emails and abandoned cart emails, some repeat purchase emails may also include a discount code to drive second orders. It rewards customers for making their first purchase and increases the likelihood that they'll come back for more. Discounts can also encourage customers to add more items to their cart and increase their order value.

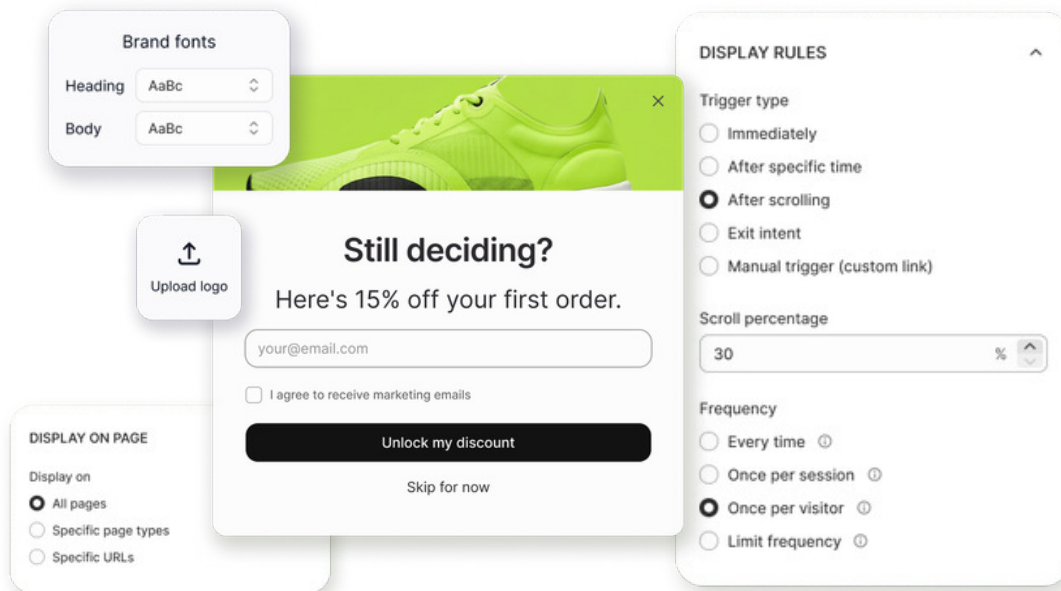
How it works: Customers often buy from a brand once and never return. Some tend to wait until major sales events like Black Friday before buying from a brand for the first time to save money and reduce risk, then don't see a reason to come back until the next big offer.

This negatively affects the brand's return on investment (ROI), meaning they invested time and resources to acquire customers, only for those customers to spend little relative to what they cost. Holiday customers often spend even less than the average customer because they had a significant discount. Retaining a customer is less expensive than acquiring one, which is why repeat purchase flows are key to driving second purchases and improving ROI over time.



PUTTING IT ALL TOGETHER

Conclusion



Conversion rate optimization is necessary to drive meaningful sales, revenue, and business growth. Acquisition strategies and major sales events like Black Friday may bring visitors to your website, but **without clear messaging and intentional experiences, they'll never actually make a purchase.**

Brands need to focus on capturing visitors' information and attention, converting leads into customers, and retaining holiday customers long after the season ends. POWR's forms, popups, countdown timers, payment options, and emails do just that, making it easy for brands to seamlessly engage and convert customers at every step of their buyer's journey.

About POWR

Our mission is to provide customizable, easy-to-use and affordable solutions to help small businesses grow online. POWR's unique suite of plugins is designed to help you get more conversions, engage your visitors, get more followers, collect information and support your customers.

In just a few clicks, you can get started for free and have access to a whole library of plugins that will work on any website-building platform and on any device. Feel like a professional web designer, with zero code, zero hassle, all while getting the best for your business.

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