

## 5 B2B Black Friday and Cyber Monday Promo Ideas



The holidays are coming. You know what that means. Black Friday and Cyber Monday deals. But, what can a B2B company do to get in on the frenzy?

If meeting your revenue goals are on your mind, try a promotion that encourages larger-than-normal purchases in order to obtain the reward. Here's an example. If you bundle services, consider creating a three-column promotion that let's leads and clients choose services from column A and column B and then get something free.

Accounting Firm Example

# BLACK FRIDAY PROMOS!

Choose 2 Services	Choose 1 Service	Get One Free
<ul style="list-style-type: none"><li>• Tax Services</li><li>• Bookkeeping Services</li><li>• Payroll Processing</li><li>• Accounts Payable</li><li>• Entity Creation and Organization</li><li>• Cash-Flow Forecasting</li><li>• Labor Cost Management</li><li>• Debt Planning and Reduction</li></ul>	<ul style="list-style-type: none"><li>• Financial Statement Preparation</li><li>• Bank Reconciliation</li><li>• Sales Tax Review</li><li>• Accounts Receivable</li><li>• Budget-to-Actual Reporting</li><li>• Break-Even Analysis</li><li>• Variable- vs. Fixed-Expense Reporting</li></ul>	<ul style="list-style-type: none"><li>• Payroll Tips eBook</li><li>• Tax Planning Webinar</li><li>• Profit &amp; Loss Statement Tip Sheet</li><li>• 3-Part How-To QuickBooks Series</li><li>• Trial Balance Reconciliation</li><li>• Custom Financial Report</li><li>• Income Statement</li></ul>

Here are four additional ways to promote your services at these peak holiday shopping times.

1. Present a limited-time-only promotion for a free consultation, webinar, or demo.
2. Offer a free ebook, tip sheet, how to, quick tip, or software demo for your niche, e.g., Excel and QuickBooks tips are easy videos to create and are popular for accountants to share.
3. Create an additional bonus, such as BOGO (buy one get one) promotion for a service you provide, such as request one graphic design project, get a second of equal value for free.
4. If you're already promoting something during this time, add #BlackFriday or #CyberMonday hashtags to the social media posts, and/or put the text (not hashtags) in ad copy or email subject lines.

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Your goal is to make your target market and/or clients feel like they are getting more than what they expect for their money.

Now that you have some ideas, what promotion(s) will you run?

### Additional Resources

- [Turn Your Holiday Marketing Into A High-Performing Machine](#)
- [12 Holiday Marketing Campaigns for Businesses](#)
- [Create a Holiday Event That Keeps on Giving](#)
- [8 Holiday Marketing Tips to Avoid Overload](#)