



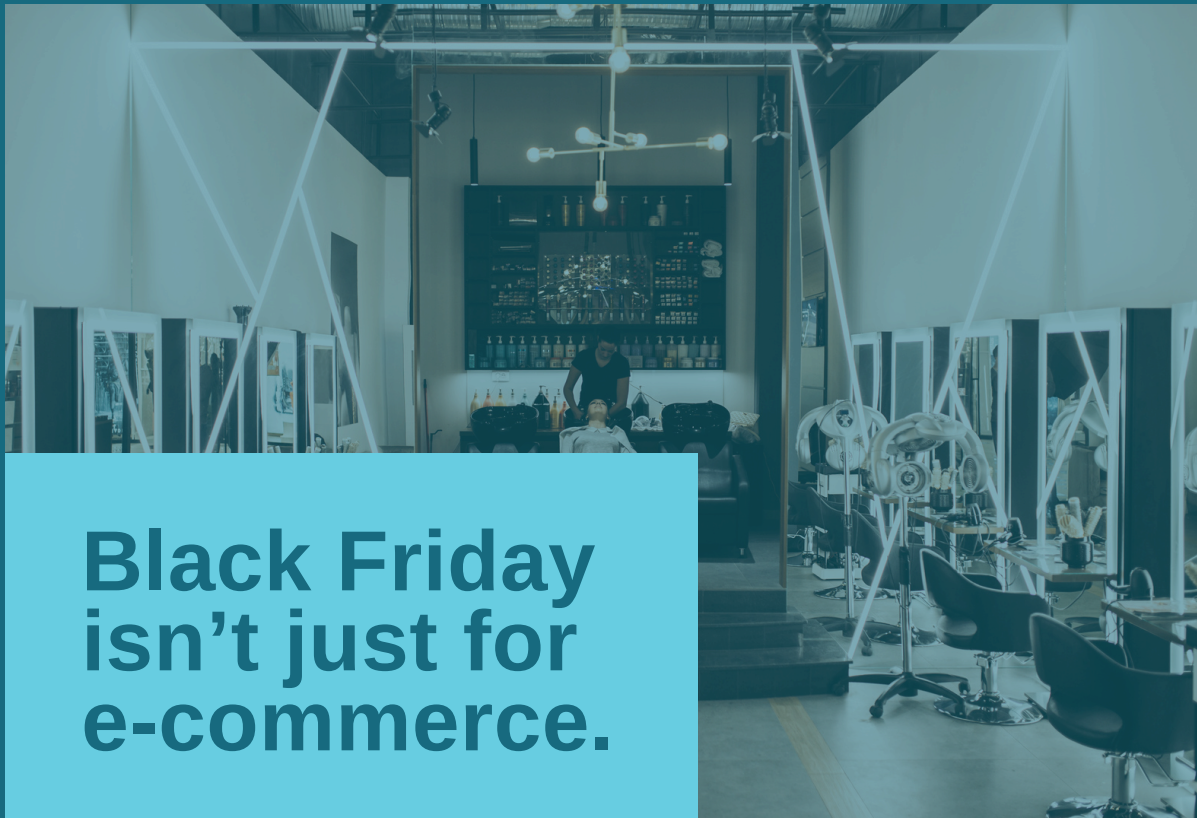
The Black Friday Marketing Playbook



How Retail Service Franchises Can Fill Their Schedules, Increase AOV, and Turn Gifting Into Growth



Introduction



**Black Friday
isn't just for
e-commerce.**

For retail service franchises—salons, spas, barbershops, med spas, pet grooming, IV therapy, and wellness—it's your biggest opportunity to drive bookings, boost average order value (AOV), and attract new clients before the new year rush.

This playbook breaks down real, actionable strategies your franchise can roll out system-wide—plus how to make them happen with MyTime.



1. Drive More Bookings with Targeted Campaigns

WHAT TO DO:

Skip the generic “Black Friday Sale” and get specific. Segment your audience to reach the right people with the right offer.

- Frequent Clients → Early access or VIP deals
- Lapsed clients → “We miss you” promos with a limited-time discount.
- New leads → “Book your first service and get \$25 toward retail.”

Pro tip:

Schedule your sends with MyTime’s **automated campaign scheduling** so your message hits inboxes when your clients are most likely to book—Friday mornings or Sunday evenings are gold.

HOW TO DO IT IN MYTIME:

- Build **targeted email, SMS, or push campaigns** from your Marketing Hub.
- **Segment by** visit frequency, service type, or spend level.
- Automate reminders and measure campaign success through **revenue attribution reports.**

2. Boost AOV with Bundles, Add-Ons, and Smart Discounts



What to do:

Black Friday isn't just about discounting—it's about increasing value per visit.

Create service or retail bundles that **feel like a steal for your clients**:

- “The Holiday Glow-Up” → facial + blowout + serum bundle
- “Pamper & Protect” → grooming + bath + retail conditioner
- “Recovery & Recharge” → IV therapy + wellness add-on



How to do it in MyTime:

- Use **Packages and Product Bundles** to group services or retail into one offer.
- Create **Promo Codes** that apply automatically at checkout.
- Leverage **booking add-on** prompts to suggest service upgrades or retail add-ons at the time of payment.

Pro tip:

Use **real-time Insights & Analytics** in MyTime to see your top-performing combinations and build your bundles from what's already selling best.



3. Sell the season: Gift Cards, Memberships & Packages

What to do:

Gifting season is the perfect time to drive upfront revenue and bring in new clients. Focus on what your brand already offers—gift cards, memberships, or prepaid packages.

- Promote e-Gift Cards as last-minute gifts.
- Highlight Memberships as the “gift that keeps on giving.”
- Bundle services + retail into exclusive holiday packages.

How to do it in MyTime:

- Create digital **Gift Cards** redeemable at any franchise location.
- Offer **cross-location redemption** for memberships and gift cards.
- Feature these offers in **automated marketing campaigns** using MyTime templates.

Pro tip:

Run a short “**Gift More, Get More**” campaign—clients who buy a \$100 gift card get a \$20 bonus card. Track redemption and performance directly through MyTime’s reporting.



4. Turn Holiday Buzz Into Long-Term Loyalty & Referrals

What to do:

A client who buys once can become a lifetime customer if you engage them effectively.

- Send automated thank-you messages after every purchase.
- Offer a “Refer a Friend” incentive through your branded guest app.
- Convert new clients into long-term memberships or loyalty programs before the new year.

How to do it in MyTime:

- Activate **Referral Programs** to automatically track and reward referrals.
- Set up **Loyalty Points** to encourage repeat visits and retail purchases.
- Convert first-time clients into loyal patrons with tailored membership tiers designed for growth—automatic membership ACH payments, and cross-location redemption in the branded app..

Pro tip:

Use MyTime’s **Client Insights** to identify your top referrers—reward them publicly or with exclusive perks to fuel more word-of-mouth.



Keep Momentum After Black Friday



What to do:

Don't let the rush end at midnight. Keep engagement high with post-Black Friday promotions that extend through December.

- **Small Business Saturday:** Highlight local pride and community.
- **Cyber Monday:** Offer online-only deals for booking or e-gift cards.
- **12 Days of Savings:** Small daily promos to keep clients coming back.

How to do it in MyTime:

- Schedule **Flash Sales** with automatic start and end times.
- Use **automated push notifications** through your branded app to announce daily deals and keep clients engaged.
- Track performance and optimize for next year with **campaign reports and conversion data**.

Pro tip:

Use MyTime client data—visits, spend, service preferences—to trigger 1:1 post-Black Friday follow-ups (VIPs, lapsed clients, high retail spenders) and lift repeat visits.



Game Plan

at a Glance

→ Targeted promos fill schedules fast—segment by recency, spend, and service, then automate sends in MyTime.

→ Lift AOV with bundles and add-ons—build packages, apply promo codes, and trigger POS upsell prompts.

→ Push gifting (e-gift cards, packages, memberships)—sell online or through a custom MyTime Guest App, enable cross-location redemption, track lift.

→ Turn every visit into growth—auto thank-you, review request, and “Give \$20/Get \$20” referral via MyTime.

→ Keep momentum post-BF—schedule flash sales through Cyber Monday, clone winners, and optimize with attribution.



Wrap-Up: This Holiday, Market Like a System—Not a Single Location



The strongest franchises don't wing it—they run playbooks. With MyTime, you can roll out promotions, track results, and replicate what works across every location, all from one platform.

Book more.
Sell more.
Grow faster.

This Black Friday, make every campaign count—and every client come back.

Need help setting up your franchise's Black Friday strategy?

Book a 15-Minute MyTime Strategy Session @ mytime.com

mytime.com

BLACK FRIDAY
MARKETING