

# Freightcom 2022 Holiday Shipping Guide

How to Prepare for Black Friday,  
Cyber Monday and BEYOND





## Welcome to Freightcom's 2022 Holiday Shipping Guide.

For all the joy that the holiday season can bring, it is without question the **busiest time of the year** for nearly every industry in the world. For business owners, this can mean an incredible amount of stress.

As you work your hardest to **manage your supply chain** over the following weeks, we know how helpful it can be to have some resources at your disposal to **help you navigate the season**.

Freightcom's shipping experts have compiled **loads of information** to help you prepare for Black Friday and Cyber Monday and lay out your shipping strategy for the rest of the year.

We hope this guide can be a valuable tool to ensure that **your holiday season is a success**.





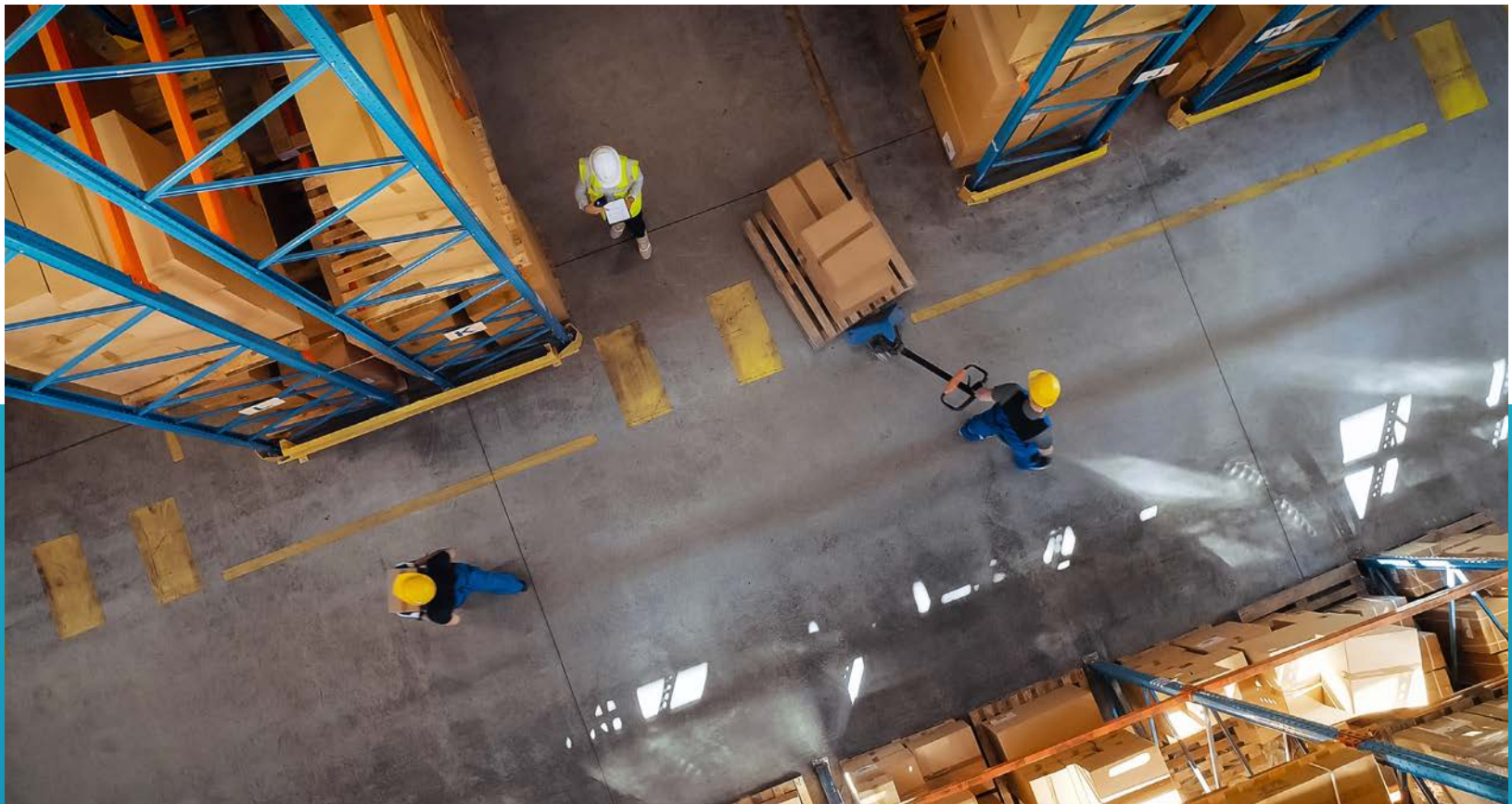
# How to Prepare for Black Friday, Cyber Monday and Beyond

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- 🎯 **A Brief History of Black Friday in North America**
- 🎯 **Preparing for Black Friday and Cyber Monday 2022**
- 🎯 **How to Manage Your Black Friday Weekend**
  - Consider Competition and Prepare to Price Match
  - Push Underperforming Products with Promotions
  - Diversify Beyond Discounts
  - Continue to Provide a Courteous Customer Experience
  - Remember Your Reengagement Strategy
  - Solidify Your Shipping Strategy
- 🎯 **A Global Phenomenon**
- 🎯 **Push Underperforming Products with Promotions**
- 🎯 **4 Things that Influence Consumers on Black Friday**
- 🎯 **Carrier Holiday Hours**
- 🎯 **Peak Surcharge**

# A Brief History of Black Friday in North America

While the **Friday following American Thanksgiving** has long been considered the unofficial start of the holiday shopping season in the US, the term “Black Friday” has not always been synonymous with the shopping event, nor has it always had an especially **positive connotation**. Below is a brief timeline of how and when it became the retail event we know today.



## 1869

### Turbulent Beginnings

Two Wall Street investors drive up the price of gold, causing the market to crash by 20%. Foreign trade is temporarily halted, and the price of corn and wheat plummets.

## 1961

### A Hectic Holiday Tradition

The Friday between Thanksgiving and the annual Army-Navy football game in Philadelphia sees a huge influx of tourists and shoppers in the city, requiring heavier police presence to manage the crowds.

## 1981

### A Retail-Centric Spin

An article in The Philadelphia Inquirer rebrands the term “Black Friday” to denote the beginning of the period where retailers would turn a profit, or be “in the Black”.

## 2008

### Black Friday Makes Its Way North

Following years of Canadians heading cross-border to shop Black Friday deals, Canadian retailers take advantage of the near-parity of the Canadian and US dollar and start offering their own Black Friday deals.

Source: [Wikipedia](#)

# Preparing for Black Friday and Cyber Monday 2022

This year, **Black Friday weekend begins on November 25th, 2022** with Black Friday, and continues through to November 28th, 2022, with this year's Cyber Monday.

Maybe this is your first year as a shipper working through this part of the season, or maybe you're a seasoned veteran looking for a quick refresher to **prepare for the coming months**.

## The State of the Black Friday and Cyber Monday Weekend in Canada

There is no denying that **2022 has been a challenging year** for consumers, which is naturally a point of concern for businesses going into the holiday season.

It's worth noting that in 2021 [43% of Canadian consumers](#) planned to shop on Black Friday, 35% on Cyber Monday, and 34% on Boxing day. These numbers accounted for an **average 1.6% increase from 2020**.

In short, while there is certainly uncertainty surrounding the upcoming holiday rush, there is absolutely evidence to suggest that there is value in **diligent preparedness**.

## Projected 2022 Holiday Shopping Behaviours



8 in 10

Consumers **intend to buy gifts for others** this year, but for fewer people overall



63%

The number of consumers **waiting to start holiday shopping** until November



\$790 CAD

The **average budget** most consumers are setting aside for holiday shopping



81%

The percentage of consumers swayed by **lower prices, discounts, and free shipping**





“ Whether it’s Black Friday or back-to-school, the secret to seasonal supply chain success is preparation. ”

Adrian Gonzalez - President, Adelante SCM



## How to Manage Your Black Friday Weekend

### Ensure Your eCommerce Tech is Solid

Despite the widely held conception that Black Friday is reserved for brick-and-mortar shopping and Cyber Monday for eCommerce, the reality is that with the **popularity of online shopping** among modern consumers, **Black Friday has migrated largely to the digital space**. This is so evident that many retailers now offer Black Friday deals that span the entire weekend.

This **sudden increase in website traffic** can be both a boom and a burden to small-to-medium-sized businesses, and so it is important to ensure that your site has undergone sufficient stress testing to accommodate this traffic without fear of performance issues.

### Consider Competition and Prepare to Price Match

As difficult as it is to run a small-to-medium-sized business throughout most of the year, it becomes all the more difficult during the **Black Friday and Cyber Monday weekend**.

While there are no hard statistics on how many businesses actively run promotions during this weekend, statistics do show that consumers [overwhelmingly favour big-box stores](#).

Savvy business owners will not be afraid to **price match on items**. Consumers will naturally prefer to do more of their shopping at a single location rather than purchasing one or two items each from multiple businesses, and so taking a smaller profit, or even a small loss on a single item can result in a **larger net gain**.

While **validating price matches** in an in-store setting is comparatively simple, it becomes slightly more difficult online.

Thankfully, there are multiple SAAS brands that offer price comparison, price monitoring, and price adjustment services for eCommerce storefronts.

**DID YOU  
KNOW?**

Today, Black Friday has eclipsed Boxing Day as the most popular retail event in the country, with 43% of Canadian consumers planning to take part!



### Diversify Beyond Discounts

Current data from the [150 most popular Black Friday retailers in Canada](#) is showing a wide range of deals, averaging about **a 56% discount on goods**.

We also see several brands offering perks such as **free gifts and loyalty program points**, both in lieu of and in conjunction with discounts.

The lesson here is that, while shoppers love a good discount, there is merit in **providing diverse incentives** to your customers in order to set your business apart from the rest and support recurring purchases.





## Continue to Provide a Courteous Customer Experience

Ensure that every part of **your business is amply staffed** over the course of Black Friday and Cyber Monday weekend, from in-store customer service to additional support for your eCommerce storefront.

The weeks leading up to Black Friday are also an ideal time to **review your return policy and return process** to ensure that they are effective and efficient, as you may experience an above-average uptick in returns in the weeks following Black Friday and Cyber Monday.

## Remember Your Reengagement Strategy

While the boost in sales brought about by Black Friday and Cyber Monday is nice, ideally you want to retain as many of those sales as **long-term customers**. This can be done through reengagement strategies such as **ongoing sales drips, or follow-up customer satisfaction emails**.

In the case of any sort of email correspondence, further incentives such as discounts on future orders can help to **increase reengagement and customer retention**.

## Solidify Your Shipping Strategy

It's vital to **have your inventory prepared well in advance**. Using past sales data and market research can help to forecast what items should take precedence over others, both in-store and online.

Because the supply line is still in the midst of peak season, it is worthwhile to **consider using multiple carriers** in order to avoid potential delays on your shipments.

Across your entire shipping strategy, it is important to note that **carriers' operational hours** will vary, and should be taken into account when scheduling any shipments.

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- ✓ **Discounted rates** on pallet and parcel shipping services from North America's leading carriers
  - ✓ Easy-to-use cloud-based platform that **streamlines the shipping process**
  - ✓ **End-to-end tracking** on LTL and courier shipments for you and your customers

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- ✓ **Additional services** such as White Glove, Fulfillment, Cross-Border LTL, International Courier, and more
  - ✓ **Simple eCommerce integration** for online storefronts and marketplaces
  - ✓ Consolidated billing on all your shipments with all your carriers with **zero startup or monthly fees**



# A Global Phenomenon

Despite originating in the US in the late 19th century, and largely being considered uniquely American, Black Friday has grown past multiple borders in recent years to become **a truly international event**.



Share of Black Friday searches from across the globe leading up to last year’s event. Source: [Statista](#)

1	United States	21.2%	6	Germany	12.9%
2	Brazil	11%	7	UK	10.3%
3	Spain	6.3%	8	France	4.3%
4	Canada	4.7%	9	The Netherlands	3.9%
5	Poland	2.7%	10	Australia	2.5%

Despite the growth of Black Friday around the world, some counties’ own **similar shopping events** continue to hold strong in their country of origin. For instance, **“Singles’ Day”**, celebrated in China on November 1st, has grown to one of the largest shopping events in the world, while Mexico’s **“El Buen Fin”**, celebrated the weekend prior to Mexican Revolution Day (November 20th), remains the country’s largest holiday shopping event.



## Push Underperforming Products with Promotions

While preparing your inventory in advance of the Black Friday and Cyber Monday weekend, make note of any **SKUs that have been slow to sell** or have stagnated in recent months.

These items can often be used as **door-crasher deals**, or even as free gifts for early-bird customers or customers who pass a certain cart threshold.

### Pro Tip:

*Consider running raffles on social media in the weeks leading up to Black Friday, such as encouraging users to follow your account for a chance to win additional discounts. This can help to boost engagement and increase brand awareness.*

## 4 Things that Influence Consumers on Black Friday



### Local Deals

Consumers polled are more inclined to look for **deals from local brands or retailers**



### Consumer Reviews

Social proofing is the **third most common factor** people consider when making a purchase on Black Friday



### Better Shipping

Consumers will expect brands and retailers to offer **fast shipping, free shipping, and broad coverage**



### Novelty

Many Black Friday shoppers will use discounts as an incentive to purchase **new or lesser-known items**





## Carrier Holiday Hours

Planning during the holidays can be especially challenging compared to the rest of the year. When it comes to planning out your end-of-year shipping strategy, recognizing and working around carriers' holiday operating schedules can mean the difference between keeping ahead of the rush and stressing over the holiday crunch.

Freightcom has compiled a guide to the holiday operating schedules of some of our leading carrier partners, which can be found [right here](#). Be sure to refer to it when preparing your holiday shipping, and set your business up for a smooth year-end.



## Peak Surcharges

It's important during the holiday season to make sure that your operational costs don't get away from you. A large part of this is being mindful of the Peak Season surcharges that carriers implement this time of the year. Aside from the base surcharges that may be implemented on every shipment during peak, carriers may impose surcharges on shipments that:

- Exceed a particular weight
- Exceed particular dimensions
- Are packaged in a way that requires additional handling

The exact specifications for each of these surcharges will vary from carrier to carrier. A complete list of 2022 peak surcharges from Freightcom's carrier partners can be found [here](#).

# Tackle the Black Friday and Cyber Monday Weekend Easily with Freightcom

No matter where on the supply chain your business operates, having a **strong shipping strategy** will help you make the most of your Black Friday weekend, and Freightcom can help you take that **shipping strategy to the next level**.

Our all-in-one, multimode shipping platform helps you quote, book, and track all your shipments in real time, with **huge savings on services from North America's leading LTL and parcel carriers**.

Contact one of our shipping experts  
**Monday to Friday, 9am to 5pm EST at 1-877-335-8740 or send us an email at [sales@freightcom.com](mailto:sales@freightcom.com)** and see how Freightcom can help you manage your shipping year-round.

## Experience the Freightcom Advantage



### Real-Time Quotes

On **LTL and parcel services**  
from leading carriers



### All-in-One Platform

Quote, book, ship, and track all in a single,  
**easy-to-use interface**



### Live Customer Support

From **dedicated account representatives**  
and knowledgeable shipping experts



### Zero Startup Fees

**No credit card required** to get started,  
you simply pay for what you ship







## Get in Touch and Start Shipping Smarter

1 - 77 Pillsworth Rd  
Bolton, Ontario  
L7E 4G4

[sales@freightcom.com](mailto:sales@freightcom.com)  
[www.freightcom.com](http://www.freightcom.com)

1-877-335-8740