



Boost **Black Friday** **Cyber Monday** **Sales** with *Gifted Reviews*



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Foreword

Black Friday and Cyber Monday have evolved from mere shopping events into intense battlegrounds where brands compete for attention and sales. Winning here isn't just about having great products—it's about amplifying genuine consumer voices that drive trust and urgency, helping your brand cut through the noise during this crowded period.

Gifted reviews play a crucial role in this strategy, acting as a powerful catalyst that links potential buyers with real-life experiences and authentic feedback. I've seen firsthand how gifted reviews, paired with smart marketing, can transform customer engagement and supercharge sales. This approach has reshaped the way brands build credibility, amplify reach, and accelerate conversions.

This eBook is crafted to guide you through **marrying gifted reviews with your Black Friday / Cyber Monday campaigns**, learning from proven strategies that have helped our customers at Sleepers.

Our goal is to **equip you with the knowledge and tools necessary to boost sales**, ensure you are visible to your potential customers, and transform them into lifelong customers on this Black Friday / Cyber Monday.

As we look towards the busiest shopping period of the year, let's reshape our approach with the insights and techniques you'll find here. I invite you to turn these pages with the mindset of implementing **proven techniques that boost traffic, increase conversions, and nurture a community of loyalists**.



Angelica REYES
CMO,  Sleepers

Introduction

Black Friday / Cyber Monday is the most awaited event for businesses aiming to boost their annual sales before the end of a calendar year. Consumers eagerly wait for massive deals and discounts around **Black Friday / Cyber Monday**. As a marketer, you can use this **unique opportunity** to capture attention and drive sales.

But in a sea of promotions, how can your products stand out?

This is where **gifted reviews** come into play. **Gifted reviews** are opinions from consumers who received a product for free. These reviews are a powerful tool for a brand. They offer authenticity and encourage consumer trust while expanding your community of loyalists.



Their impact is particularly significant during high stakes selling periods like Black Friday / Cyber Monday when consumers are bombarded with choices and look for external validation in their purchasing decisions.

This ebook aims to *dig deeper into the concept of gifted reviews* and guide you strategically on using them to amplify your **Black Friday / Cyber Monday campaigns**.

You'll learn how to effectively integrate these reviews into your marketing efforts to not only boost your visibility but also enhance consumer trust.



Understanding *Gifted* Reviews

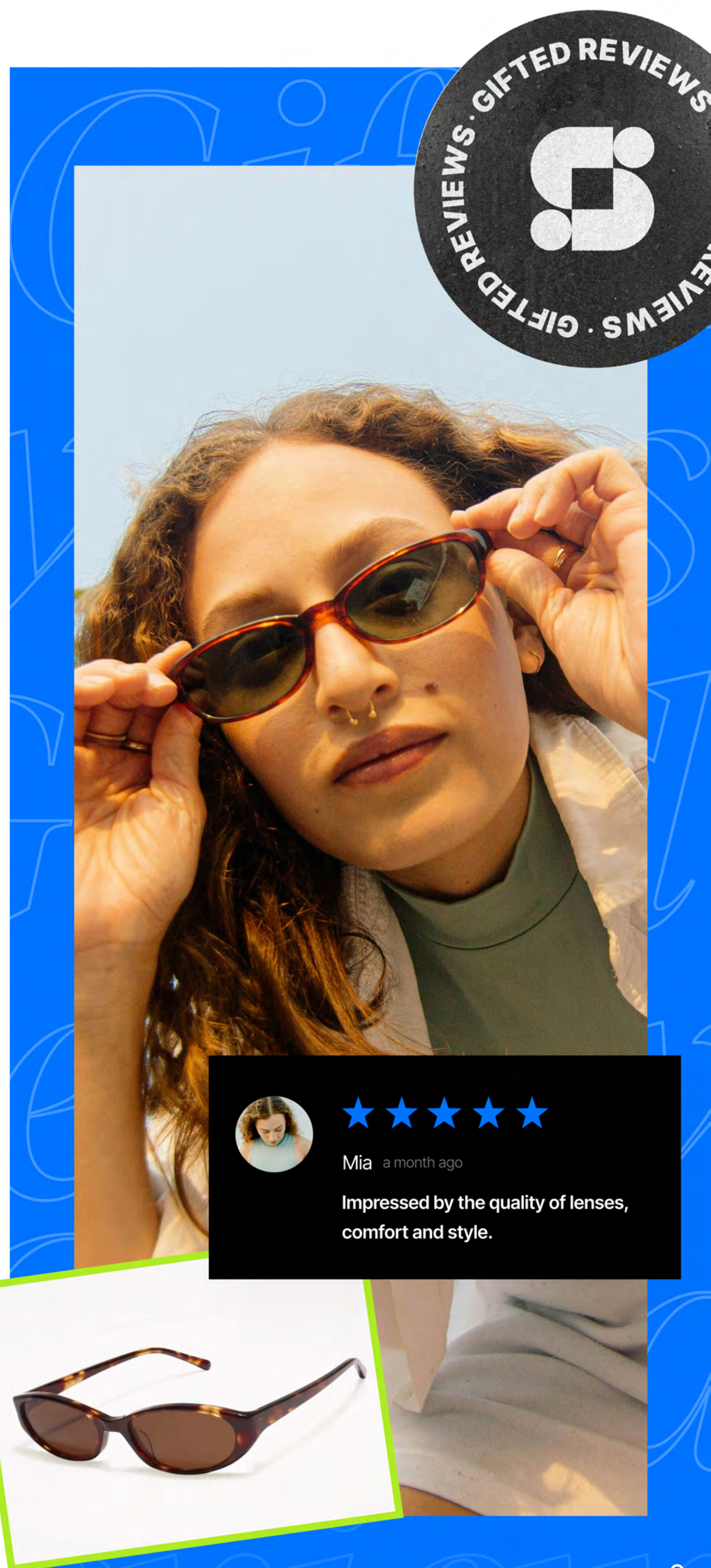
In *layman language*, gifted reviews are feedback from consumers who have received a product at no cost with the expectation that they will provide an honest-to-God review.

While organic reviews are unsolicited and arise from customers who have purchased a product at full price, gifted reviews are part of a strategic approach to product promotion and shopper engagement.

With **Gifted Reviews** you have a constant stream of fresh, new reviews.

While the quality of reviews is important for consumers, it is also the recency of reviews that matters to them.

All of this put together creates a positive impact on your SEO.



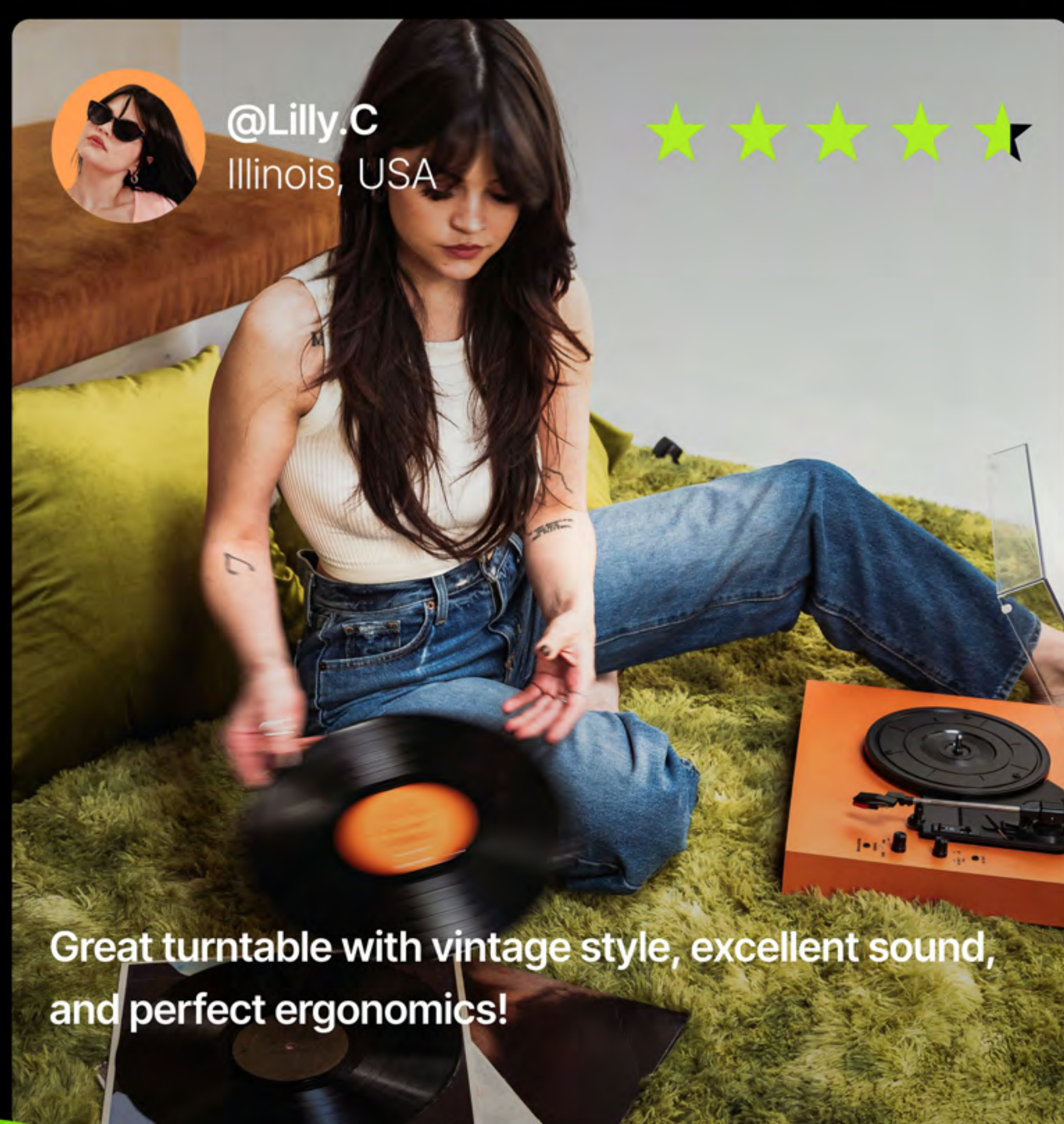
Collecting reviews through gifting can significantly boost a brand's SEO efforts.

When influencers and customers share their genuine experiences and opinions about your products, it creates **valuable UGC** that is rich in **keywords** and **authentic backlinks**. These reviews enhance your brand's credibility and improve your search engine rankings by increasing the quantity and quality of relevant content linked to your website.

Gifted reviews often reach a broader, engaged audience, driving more traffic to your site and potentially increasing conversion rates.

With great power comes great responsibility. Therefore, while utilizing gifted reviews is crucial, it is equally important to **uphold complete transparency** and **navigate the legal and ethical implications** carefully.

Depending on where you operate, you must adhere to specific regulations governing the use of gifted reviews to ensure transparency is consistently maintained.



Consumers expect you to be as transparent as glass.

75% of global consumers state that they trust reviews as per [Skeepers' Consumer Survey Report](#).

Transparency is not just a legal requirement—it's a cornerstone of building trust with your audience.

When using gifted reviews, always ensure that the reviewers disclose that they received the product for free in exchange for an honest review.

Well-disclosed gifted reviews enhance product visibility, influence purchasing decisions, and shape product perceptions, especially if they provide detailed consumer experiences and are presented transparently.



The *Impact of Gifted Reviews* on Consumer Behavior

Since times immemorial Black Friday / Cyber Monday has been the day when shoppers flock to snag the best deals on clothes, electronics, beauty, and everything under the sun.

But have you ever stopped and thought about the psychology behind that?

Understanding your consumers' behavior can help you create a winning strategy and materialize the opportunities of this day.



**BEST
Deals**



**Best
Deals**



Black Friday / Cyber Monday is set on the principle of scarcity and urgency.

One-day offers on limited products drive people to seize them before anyone else.

The **FOMO (Fear of Missing Out)** created on social media by **user-generated content (UGC)** is the social proof that influences others to jump at the deals just like everyone else.

Using this momentum to create a buzz on all marketing channels by posting photos and videos of satisfied customers from gifted reviews can make your audience more inclined to purchase from your brand.

*Last
Chance*



Ashley

20% off? I better grab mine before it's gone! 🤩



@Charlotte
Konya, Türkiye

Obsessed with my new WanderLite Luggage! 🧳 ✨
Use code TRAVEL40 for 40% off— Black Friday deal, limited time only! #Gifted

Gifting New Holiday Bundles

Usually around the holidays brands come up with holiday bundles, new packaging, and even limited-edition products.

To create buzz around them, gifting influencers is a great way to make them go viral or an influencer favorite.

It is also the quickest way to get reviews right before the holidays so that consumers have it on their holiday shopping list just in time for Black Friday / Cyber Monday.



Briana Russel

The Pawfect Pet Care Bundle is the best gift for your furry friend this Christmas! 🐾🎄

It has everything to keep your dog happy and healthy. 🐶❤️

#PetCare #ChristmasGift

Holiday Deals



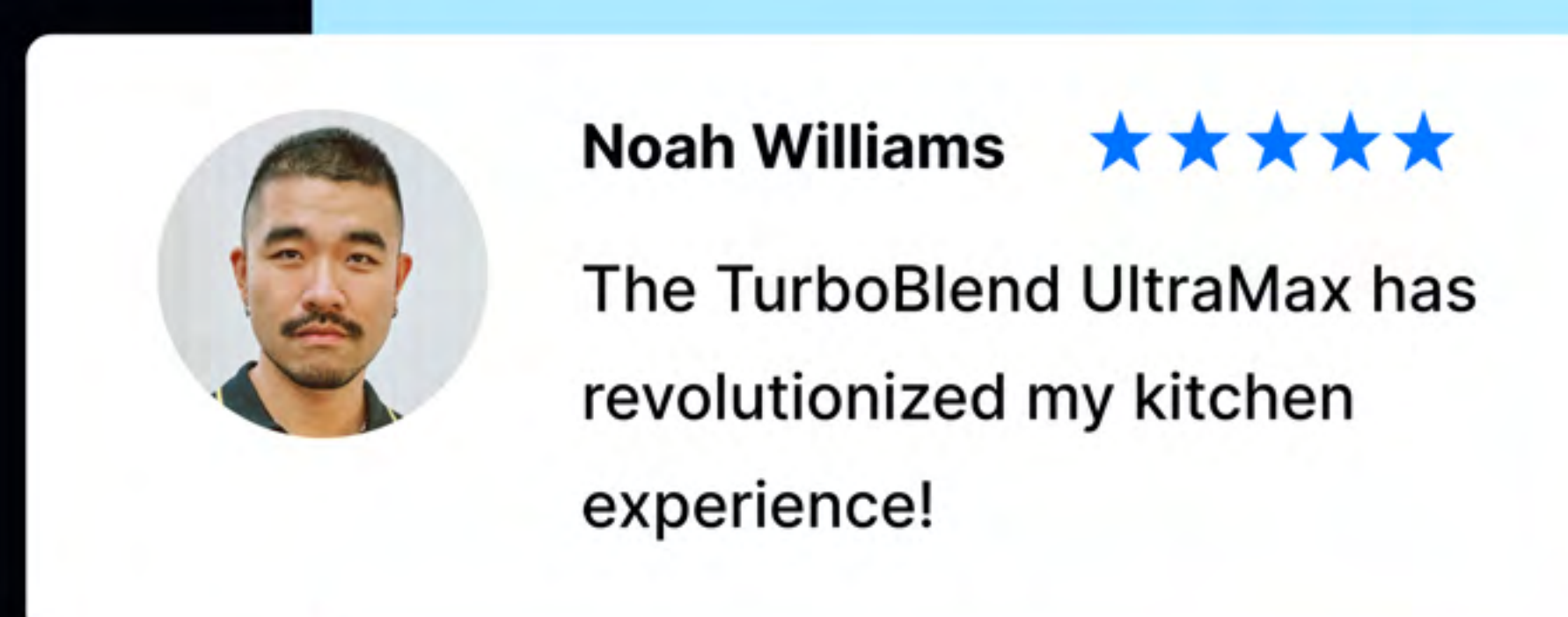
Limited Edition

Gifted Reviews *Influence* Purchasing Decisions

Skeppers reveals that over 75% of consumers check reviews before buying a product.

This number increases during high-traffic shopping events like Black Friday / Cyber Monday, when decision-making is fast-paced, and consumers are swamped with options. When competition is fierce, gifted reviews can significantly differentiate a product.

They provide prospective customers with immediate reassurance of the product's value and quality at the time when they are bombarded with promotions.



When new shoppers come to your site, **they need to be assured of the quality of your products** and Gifted Reviews do exactly that.

Who better than influencers to share that narrative?



When Beautyblender chose Sleepers' Gifted Reviews solution their aim was to boost the strength of their reviews on core SKUs and hero products.

They strategically selected beauty influencers and consumers with a working knowledge of the industry and a genuine enthusiasm for expressing authentic views.

The brand collected close to **2000 authentic reviews** for its retailer sites Sephora and Ulta through 16 campaigns.

They received an impressive rating of **4.9 out of 5 stars** and **99%** of the reviewers expressed their desire to recommend the products in their circle.

The campaigns helped Beautyblender gather authentic reviews from consumers who know how to use the product correctly and guide their followers in doing so.

This approach assisted the brand to engage its community and meet shopper expectations for latest reviews.

The constant flow of original and authentic content also **optimized their SEO** ranking and maintained a steady presence in the market.

★★★★★

The one and only sponge to apply foundation

@yamabear

27 days ago

Beauty blender is the goat original. Kiosk in fresh water/squeeze out the water and use moist.


🔍 Product Uses

It's my go to when I'm on the go

✔

Yes, I recommend this product.

Beautyblender®



ALLURE

★★★★★ 4.7 (933)

Beautyblender® Original Makeup Sponge

Allure Best of Beauty Hall of Fame - 15x Winner

Top-selling makeup sponge; soft, latex-free foam quickly blends makeup for a skin-like finish

- 1 +

ADD TO BAG \$20

WHERE TO BUY

★★★★★

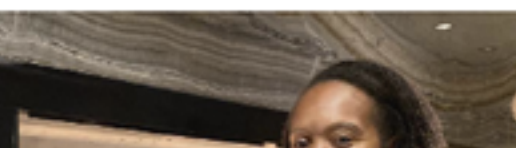

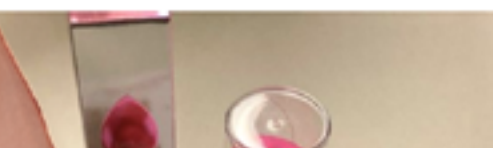
Small but mighty with makeup application

2 years ago


I received this item from Influenster for my honest review. I must admit that prior to receiving the beautyblender I had only used brushes for my makeup application. The small compact size of the beauty blender make it perfect to take on the go. It was soft and easy to hold and the makeup application went on smooth. I felt like it a lot easier to blend in the foundation, especially around my hairline areas. It gave me a natural look with my foundation. I loved how easy it was to touch up up foundation without giving me a packed looked. I would definitely recommend this product and I am looking forward to adding more to my collection.

✔

Yes, I recommend this product.



Authentic reviews



Authentic reviews

Source - Beautyblender®

14



When Mac Cosmetics partnered with Sleepers their objective was to boost UGC content and word of mouth.

They chose to go with Gifted Reviews to boost authenticity, credibility, and loyalty that are the main pillars of UGC.

The brand launched MacStack Mascara with Gifted Reviews and saw incredible results.

Over 60 reviews were collected for the product launch, a 100% recommendation rate based on reviews, and 4/5 stars rating was generated for the product through micro-influencers and gifted reviews.

★★★★★

GREAT MASCARA


05/15/2024 Fanny.srn Lens

Reviews for Chestnut Stack

I really like colored mascara. This is the first time I've tried this brand and I'm not disappointed. The length is great. The brown color is light, you have to look closely to see it. But it lengthens the lashes well so I'm delighted


Source - MAC


MAC



M-A-CSTACK MASCARA

12 ML



 MICRO BRUSH

M-A-CStack is THE volume and length mascara for those who want to enlarge their eyes and lengthen their lashes! 1, 2, 3 strokes... It can be layered endlessly, depending on your desires! The Mega Brush is recommended for maximum volume on long lashes. For a more precise application, the Micro Brush is ideal for short lashes thanks to its smaller brush.

BUY

TRY IT

CUSTOMER REVIEWS

5 STARS	224
4 STARS	24
3 STARS	2
2 STARS	0
1 STAR	5

THIS PRODUCT IS RECOMMENDED FOR

LONG LASTING	(209)
VERY PIGMENTED	(137)
RESISTANT	(116)
NATURAL EFFECT	(104)
BLENDS EFFORTLESSLY	(49)

MORE

★★★★★

AN EXCELLENT MASCARA

05/22/2024 Cindy OLLE

Reviews for Chestnut Stack

I received this product for free. I have been using it for 15 days. In terms of design, I find that this mascara is elegant and out of the ordinary. It does not clump, its smaller brush allows you to enhance all the lashes, even the smallest ones. It enlarges the eyes. The brown color is perfect. It does not run, its hold is perfect

MORE DETAILS

Yes, I recommend this product

Authentic Reviews

★★★★★

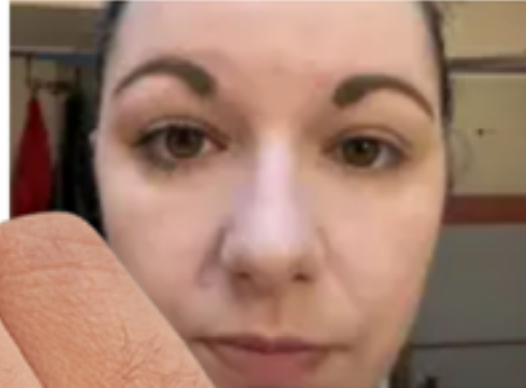
I RECOMMEND

03/19/2022 Delph023 Vareilles

Reviews for Micro Brush

From the first pass you really see a difference but I wanted to put two coats to see what it gave and I love the result, I love the brush which is very practical. I also really like the packaging of this mascara. Try it and adopt it!

MORE DETAILS



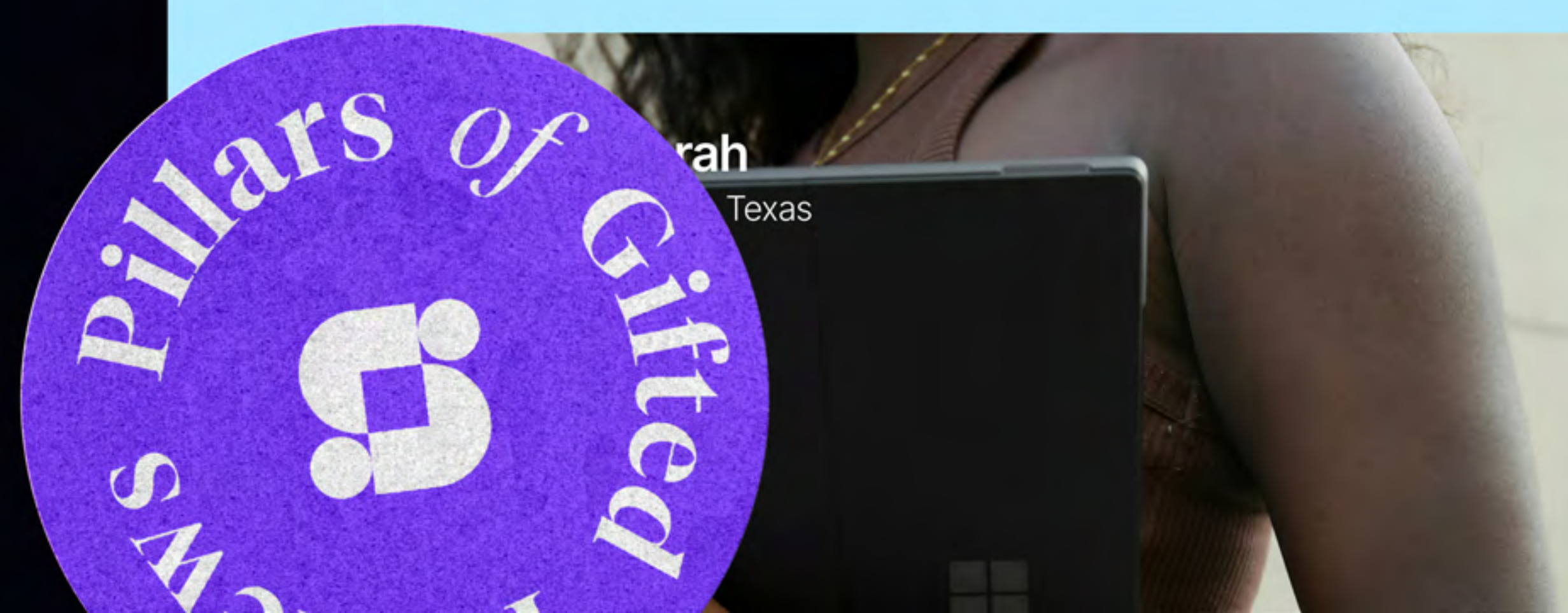
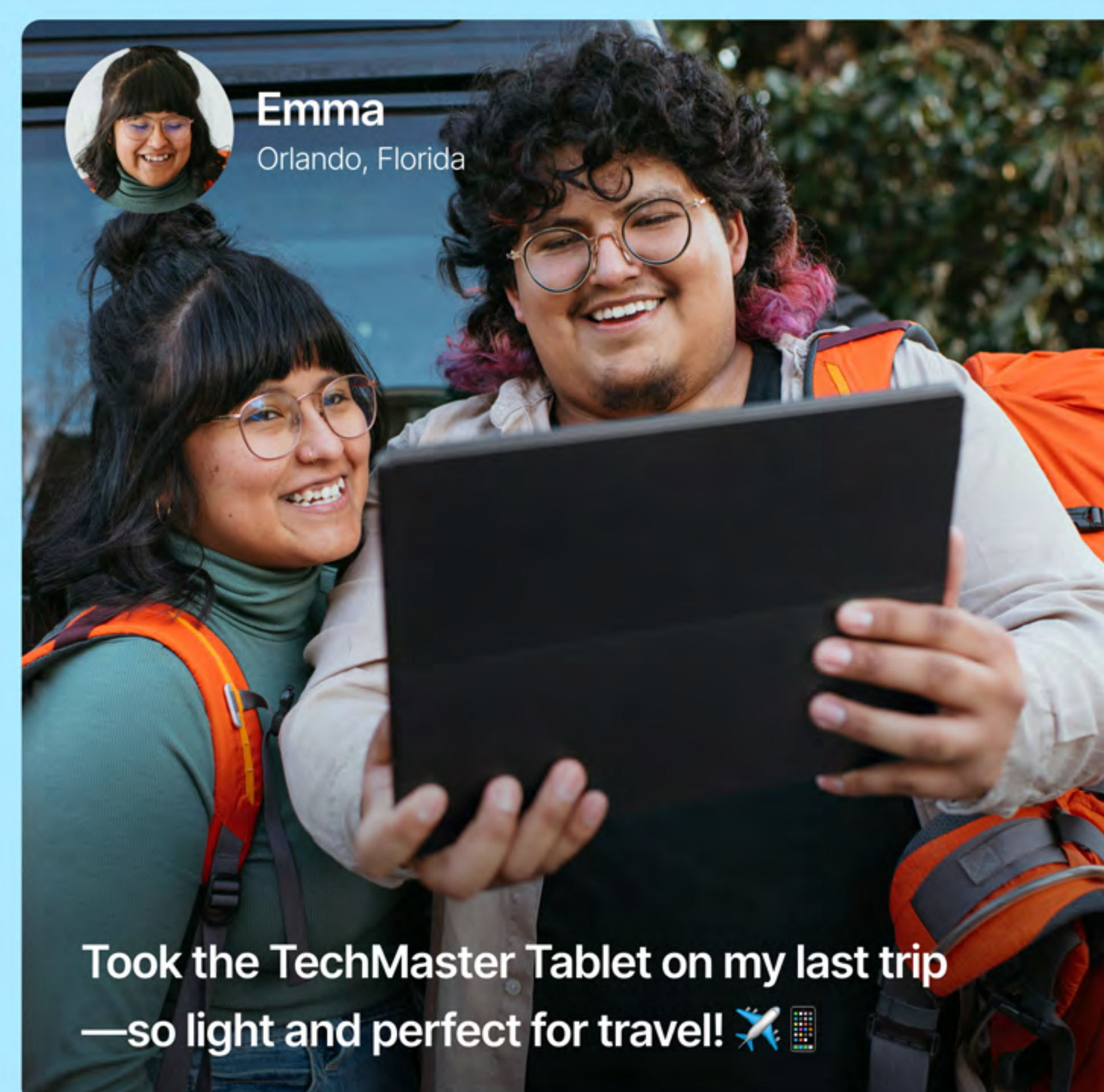
Timing, Product Selection, and Guidelines

The *Three Main Pillars* of Gifted Reviews

Time is of the essence here.

To maximize the impact of gifted reviews, your timing should be right. Shoppers begin researching products well before Black Friday / Cyber Monday. To leverage this energy, start gathering and posting reviews months ahead of Black Friday / Cyber Monday to influence early shoppers and build momentum.

Ideally, initiate the collection process at least **2 months in advance**, allowing enough time for reviewers to use the products and write thoughtful, detailed reviews. Strategically scheduling their reviews can help **maintain a steady flow of fresh, persuasive content** leading up to the big day.



Focus on best-selling products, seasonal items, or new launches that you want to highlight during Black Friday / Cyber Monday. Don't forget to align your selections with your sales goals and inventory strategy.

Remember, **gifting bundles or multiple products at a time or those that are bought together can lead to increased basket sizes and higher sales.**

When your products are ready to be shipped, **send your reviewers clear guidelines** that comply with the regulations of your geography.

These guidelines must include how they can disclose their relationship with your brand and the product features/ benefits they should focus on that would help their audience make a sound decision.

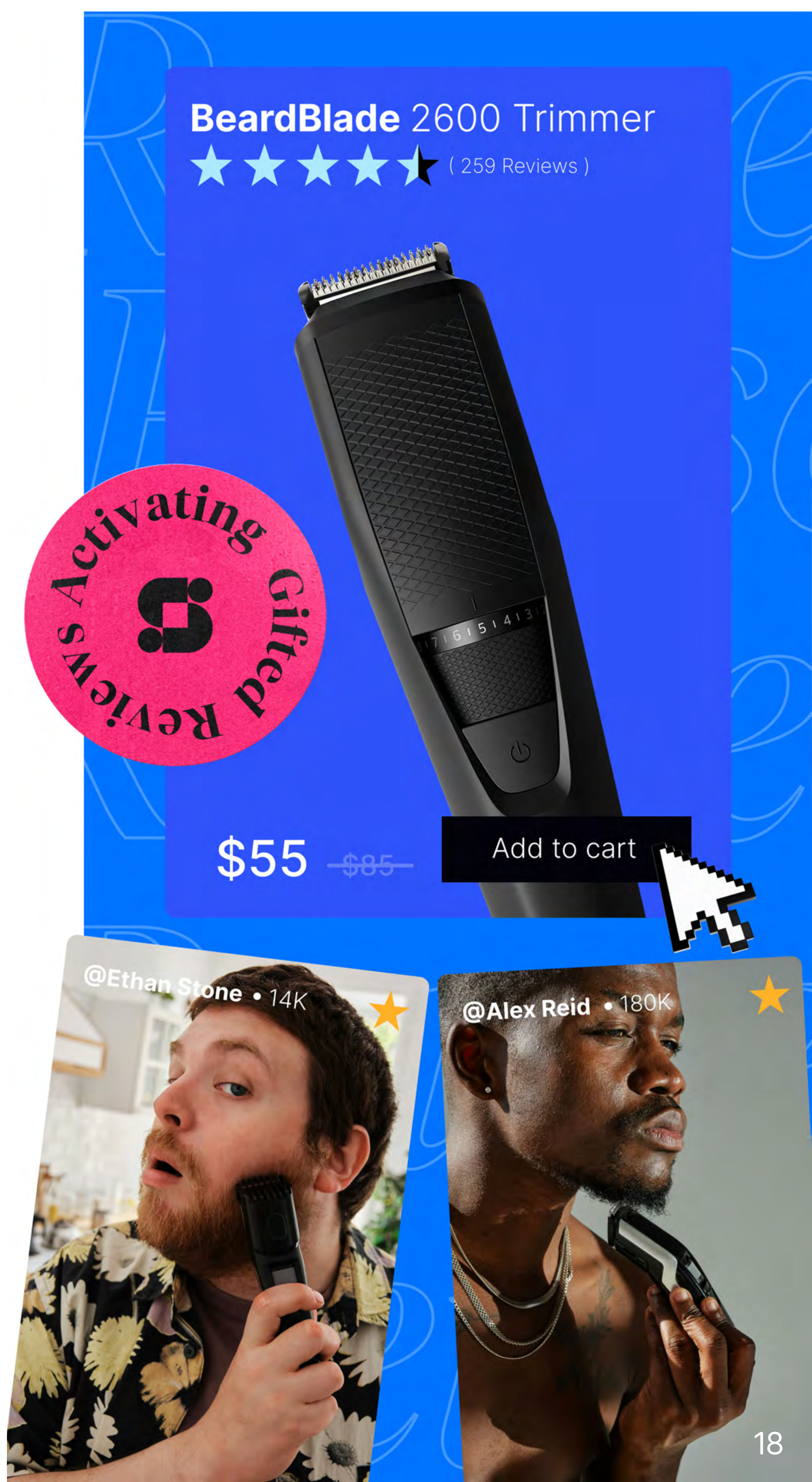


Finally, encourage honesty and transparency in their reviews to build trust and credibility among the consumers and in the community.

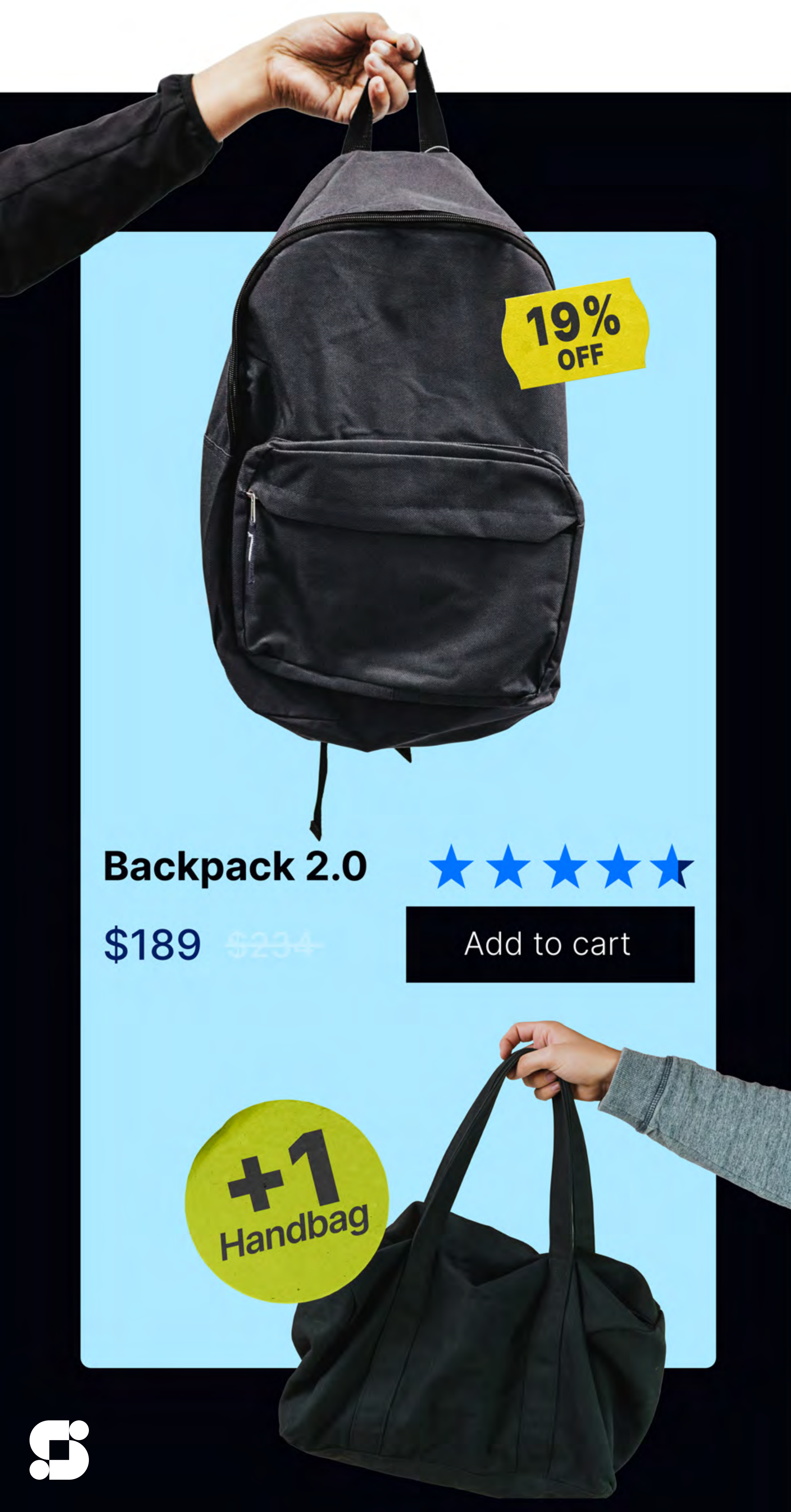
Use Gifted Reviews in Black Friday / Cyber Monday Marketing

Collecting gifted reviews is not the end goal here. Activating them on multiple channels is where the magic happens.

You can strategically weave them into various channels (website homepage, product page, social media, retailer website, email, newsletter) of your Black Friday / Cyber Monday marketing efforts. Starting with emails, **feature top reviews in promotional blasts** to showcase customer satisfaction and product quality. On social media, **create posts that highlight positive reviews**, or even better, have reviewers create their own content that can be shared directly on your channels. For landing pages, consider adding **a dynamic section that displays real-time reviews** to build trust and urgency as visitors browse your deals.



Utilize the content of gifted reviews to tailor your Black Friday / Cyber Monday offers.



If reviewers highlight specific features or benefits, **use that feedback to craft offers that emphasize these strengths.**

For example, if multiple reviews praise the durability of a backpack, you might offer a discount on related accessories that enhance the product's long-term value such as waterproof covers or custom rain guards.

Or if you notice consumers say how the lipstick lasts for hours, you can offer discounts on products that pair well with the lipstick such as lip liners or gentle lipstick remover.

This approach not only makes your offers more attractive and personalized, but also **encourages customers to buy more than one product.**

It serves as social proof, which is a powerful influence on consumer behavior.

Put these offers and reviews together and bring them to life into your marketing materials. Pick popular positive comments and display them in bold, for example, durability of the backpack or the lipstick that lasts long.

Feature them on all marketing channels **giving an omnichannel experience.** Keep your communication clear about the discounted accessories, emphasizing how they relate to the feedback from real users.

Coming to visual aids - **use snippets from the actual reviews** praising the backpack's durability in your promotions. Seeing quotes from other customers can significantly boost trust and confidence in potential buyers.

GlossGlam Shine Lip Gloss

★★★★★ (234 Reviews)

Sophie Harper

Obsessed with the GlossGlam Shine Lip Gloss! 💋✨

Rachel

My lips have never looked this good! 💋✨

**Buy 1
Get 1 Free**

Ava Collins

Ordered this after seeing @LuxeLila's post, and I'm obsessed! Gonna buy all the shades! 🥰

\$21.50 ~~\$17.42~~

Add to cart

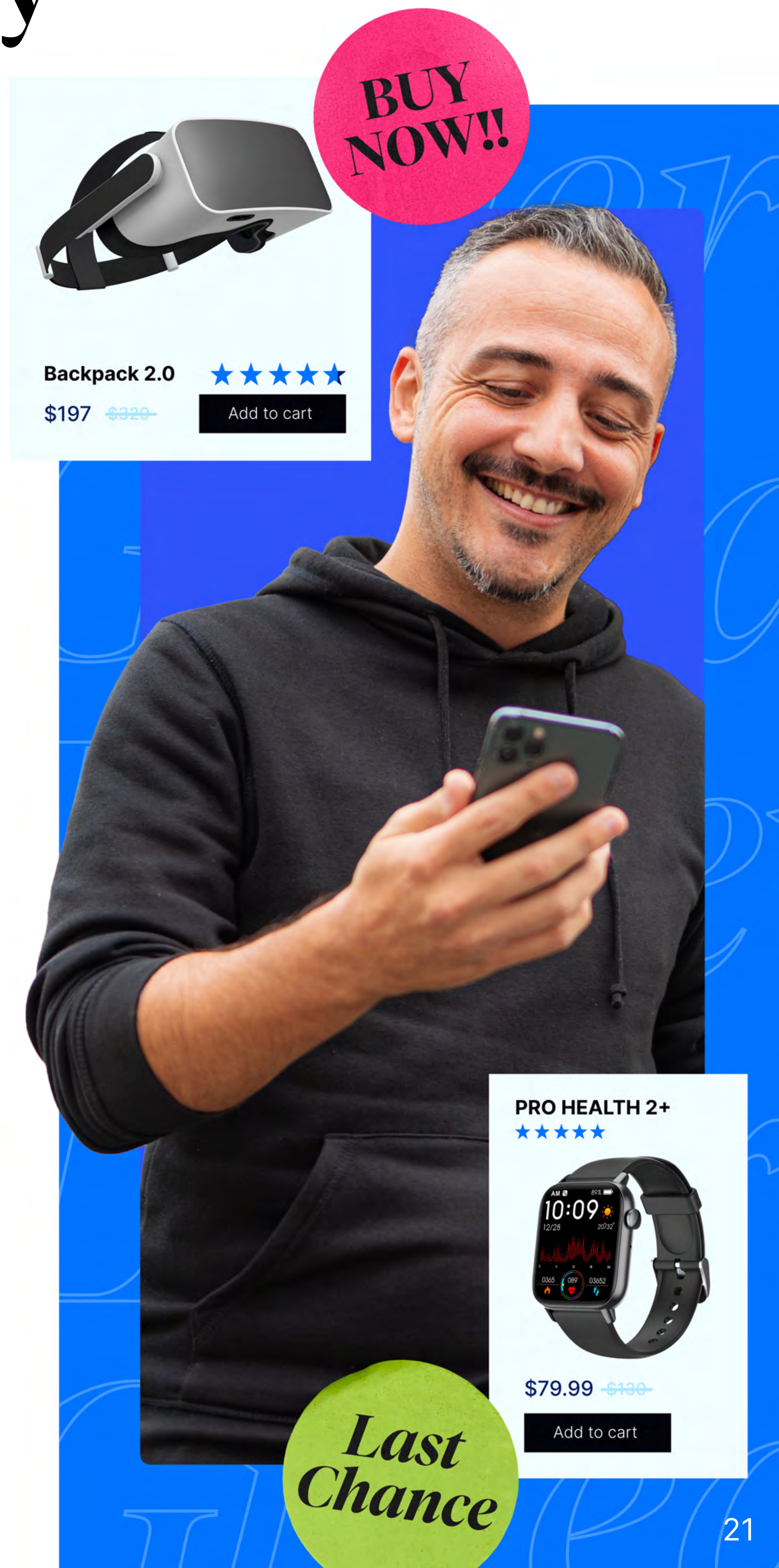
Leveraging Gifted Reviews Post-Black Friday / Cyber Monday

Emotion plays a big role in consumer behavior during Black Friday / Cyber Monday. Shoppers are driven by excitement, fear, and even anxiety over losing a perfectly good deal or product.

Chances are they might come back for it post Black Friday / Cyber Monday.

Gifted reviews can serve as powerful marketing tools now. **Continue showcasing these reviews on your website and other marketing channels to keep the impulse strong.**

Highlighting these reviews can convince customers who hesitated during Black Friday / Cyber Monday to make purchases, thus extending the sales lift well into the holiday season.



BUY NOW!!

Backpack 2.0 ★★★★★
\$197 ~~\$320~~ Add to cart

PRO HEALTH 2+ ★★★★★
\$79.99 ~~\$130~~ Add to cart

Last Chance

The end of Black Friday / Cyber Monday doesn't mean the end of marketing efforts.

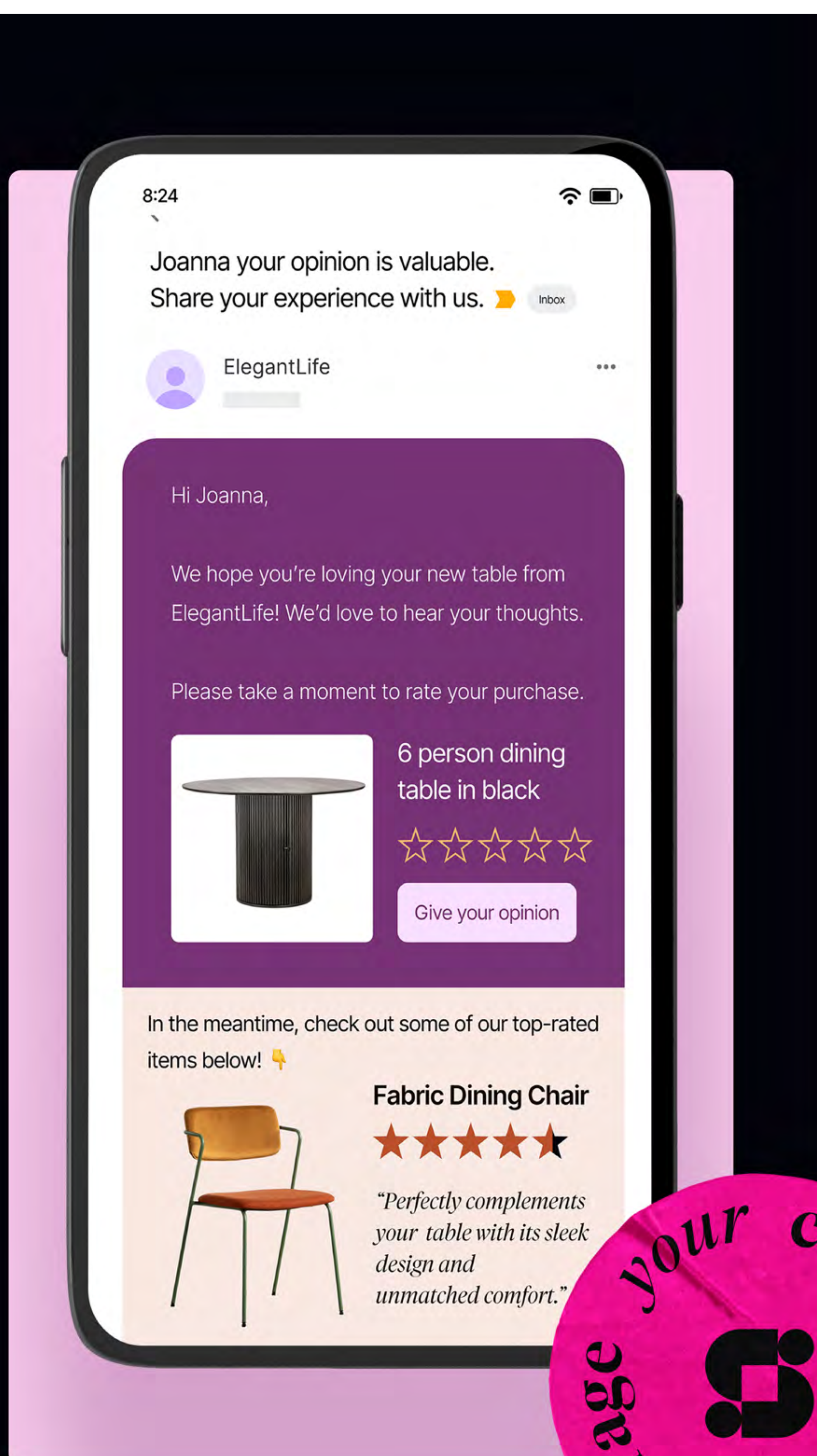
Use the positive feedback from gifted reviews to engage customers further.

Send follow-up emails to customers who made purchases, thanking them for their business and showing them other products that have also received positive reviews.

Use the data from both purchases and reviews during Black Friday / Cyber Monday to **tailor personalized recommendations to your customers.**

Products highly praised in reviews can be highlighted in these recommendations to increase trust and interest.

This can encourage them to **buy more.**



Conclusion

This Black Friday / Cyber Monday, turn your consumers into your loudest advocates

The possibilities of gifted reviews are endless as we saw in this eBook. From growing Black Friday / Cyber Monday sales to strengthening your brand presence, the strategic use of gifted reviews is nothing less than dramatic.

Hold on to the spark you build with gifted reviews during Black Friday / Cyber Monday.

Don't just collect reviews; use them to create a compelling narrative for your brand that sticks year-round.

Each positive review is a stepping stone towards building loyalists and powering continuous engagement and sales.

Take action now!

Begin activating your gifted review strategy today to ensure you're fully prepared to host the surge of Black Friday / Cyber Monday traffic.

Remember, the right word at the right time can convert interest into sales and browsers into buyers.

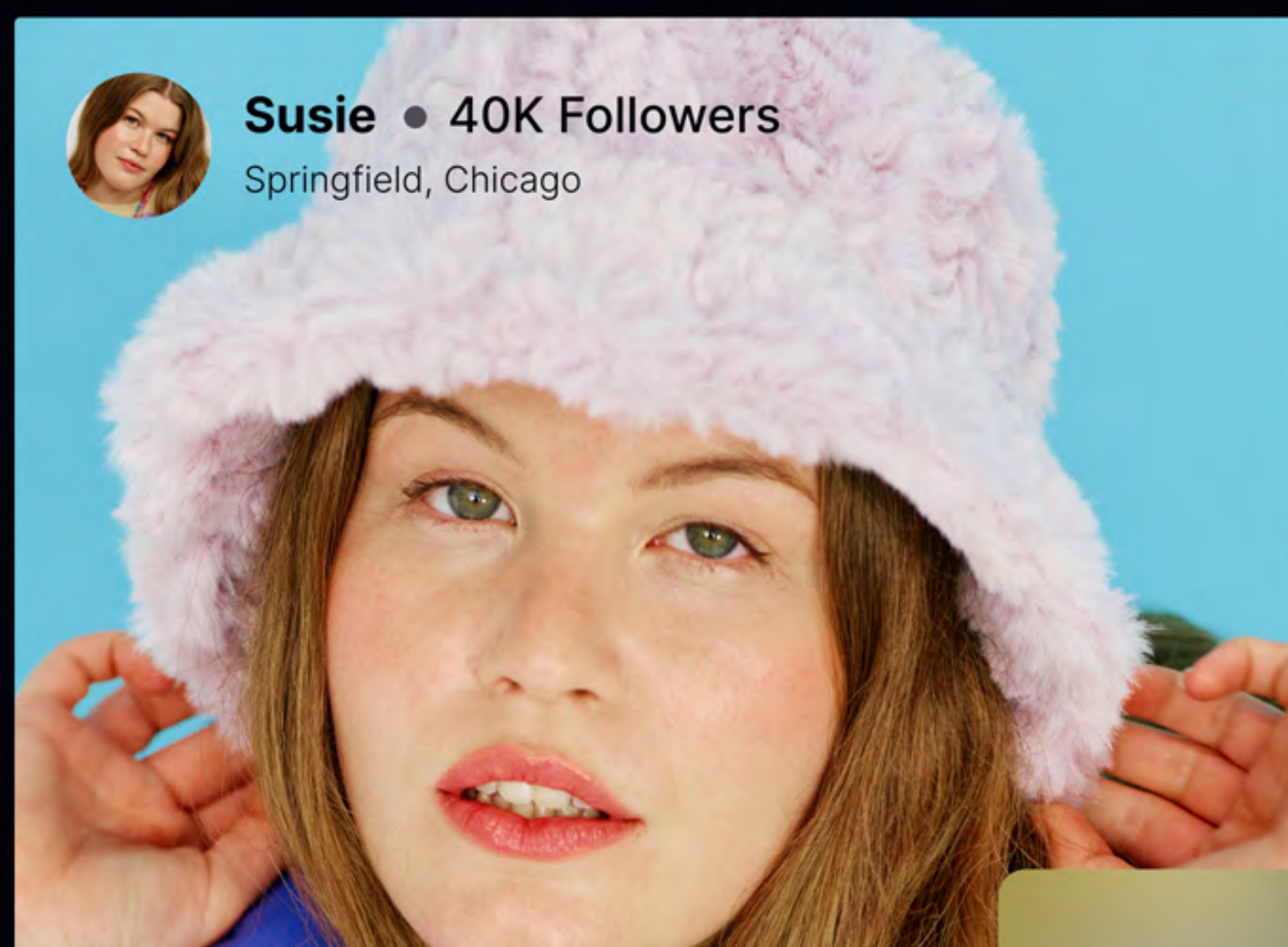


About Skeepers

Skeepers is the European leader in shopper engagement solutions. We provide a fully integrated one-stop-shop UGC suite for brands to bond with consumers, amplify reach, boost engagement, drive sales and customer retention.

More than 8,000 clients across the globe use our AI-based solutions to generate millions of dollars in additional sales annually. Our commitment to provide brands and consumers with trusted, authentic experiences and technology innovation has made us the UGC solution of choice for some of the world's biggest and leading brands.

Get a Demo



Ashley

This product is pure perfection!



Sales

