

BFCM Giveaway Playbook

How to turn Black Friday's traffic into an audience you own all year



THE REFRAME

Hype is rented. Black Friday orders are owned.

You have run a giveaway to grow your following before. Maybe it worked. Maybe the audience disappeared a week after the prize shipped.

Black Friday is the one weekend where a giveaway does something followers never can. It catches buyers at peak intent and turns them into an owned list you sell to every month after. Hype is rented. Black Friday orders are owned.

WHY NOW

The best giveaway of the year

Most giveaway advice tells you to create demand. In late November, the demand already exists. You are not building interest from zero. You are multiplying and capturing interest that already peaks.

That makes Black Friday the strongest date boost you get all year. A purchase-based giveaway rides the sale you already run. Every order earns entries, which lifts cart size and units, and every entrant joins a list you keep.

5-8×

How much a stacked, multi-layer giveaway can outperform a single-layer one.

SOURCE · GIVEAWAY NINJA CAMPAIGN DATA

One campaign, three jobs

Run the giveaway as one campaign in three phases. Each phase maps to a different job: build the list, lift the sale, then keep the audience.

BUILD THE AUDIENCE BEFORE THE DISCOUNT

Phase 1 • Pack the list (Nov 9–22)

Launch a list-building giveaway in the two weeks before your sale. The prize is a bundle of the products you plan to discount. The offer is “enter now, get first access to our Black Friday deals.”

You walk into Black Friday with a warm, opted-in audience instead of cold traffic. The list you build here is the list you sell to on the 27th.

LIFT AOV AND UNITS DURING THE RUSH

Phase 2 • Turn the sale into an entry engine (Nov 23–30)

Switch the giveaway to purchase-based entries the moment your sale opens. Every order earns entries. Stack an AOV booster (spend a little more, earn triple entries) and a date multiplier on Black Friday and Cyber Monday themselves.

Now the sale is the entry mechanic. Shoppers add one more item to climb the leaderboard, so your average order value rises without cutting price any deeper.

SELL THE RUNNERS-UP WHILE INTENT IS STILL WARM

Phase 3 • The consolation close (Dec 1–3)

Draw the winner within 48 hours of Cyber Monday, while buying intent is still warm. Then send every non-winner a time-boxed offer: you did not win, but here is 15% off the prize product for the next 72 hours.

This is the highest-ROI email in the whole play, per Giveaway Ninja's campaign data. Tag entrants by behavior, bought versus free entry, referrer versus not, and feed them into your January flows.

The BFCM entry stack

Layer these mechanics so entries compound. Giveaway Ninja's data shows stacked campaigns can outperform single-layer ones by five to eight times.

LAYER	MECHANIC	WEIGHT
Base	One entry for every dollar spent during the sale.	1 / \$1
Date boost	Extra entries on Black Friday and Cyber Monday themselves.	x2-3
AOV booster	A small add-on threshold that earns a multiplier.	x3
Bundle	More entries for buying your holiday sets.	+ entries
Refer-a-friend	Bonus entries per friend who enters. Their friends shop this week too.	+ entries

CASE STUDY

Cerberus Collective

Lifestyle & automotive

Built a giveaway-driven growth engine with truck prizes, entry packs, and multipliers lifting AOV.

[Read more](#)



SHOP THE APP

SHOP ALL

MEMBERS

ACTIVE GIVEAWAY

RULES

WINNERS

MY ENTRIES

CERBERUS

SUPERBAJA

\$257K

TOTAL GIVEAWAY VALUE

\$237,000 build + \$20,000 cash

GET \$20 BACK

FOR EVERY \$100 SPENT

IN STORE CREDIT · LIMITED TIME

SPEND MORE · UNLOCK MORE

\$99

1,000 BONUS ENTRIES

\$149

FREE SHIPPING CANADA WIDE

\$249

11,500 BONUS ENTRIES

HOW TO WIN

1



Place your order

(entries will automatically apply)

2



Wait for giveaway to end

(you can find giveaway end date in "contest rules")

3



Drive home in your dream truck

(you will hear from our 3rd party verification partners if you're a finalist)



Plus \$20,000 cash · Closes September 27 · Canada only

Pick a prize that filters for buyers

Give away your own product, bundled. A branded prize attracts people who want what you sell, so your list fills with future customers.

Avoid iPhones, cash, and gift cards, especially during BFCM. Generic prizes pull in deal-hunters who never buy from you again.

CASE STUDY

Poke-Collect

Pokémon & trading cards

Every \$10 order earns 50 entries, so each giveaway sells its own sealed product while building an owned list of tens of thousands of proven collectors, not discount-hunters.

[Read more](#)

BONUS! 50x Entries Per \$10 Spent!

Get 50 Entries for every \$10 Spent on any order! 🎁 Entries will be added to your account automatically on any purchase!

- | | |
|--|-----|
|  Follow Us on Whatnot! (100x ENTRIES)* | 100 |
|  Join Our NEW Discord! (50x Entries)* | 50 |
|  Bookmark Our Next LIVE Show! (10x Entries Per Day) | 20 |
|  Like Us on Facebook! | 10 |
|  Follow Us on Instagram | 10 |
|  Subscribe to our YouTube Channel! | 10 |

Refer a friend

Share your referral url
<https://poke-collect.com> 
 and earn 25 entries per referral



The 30-second compliance check

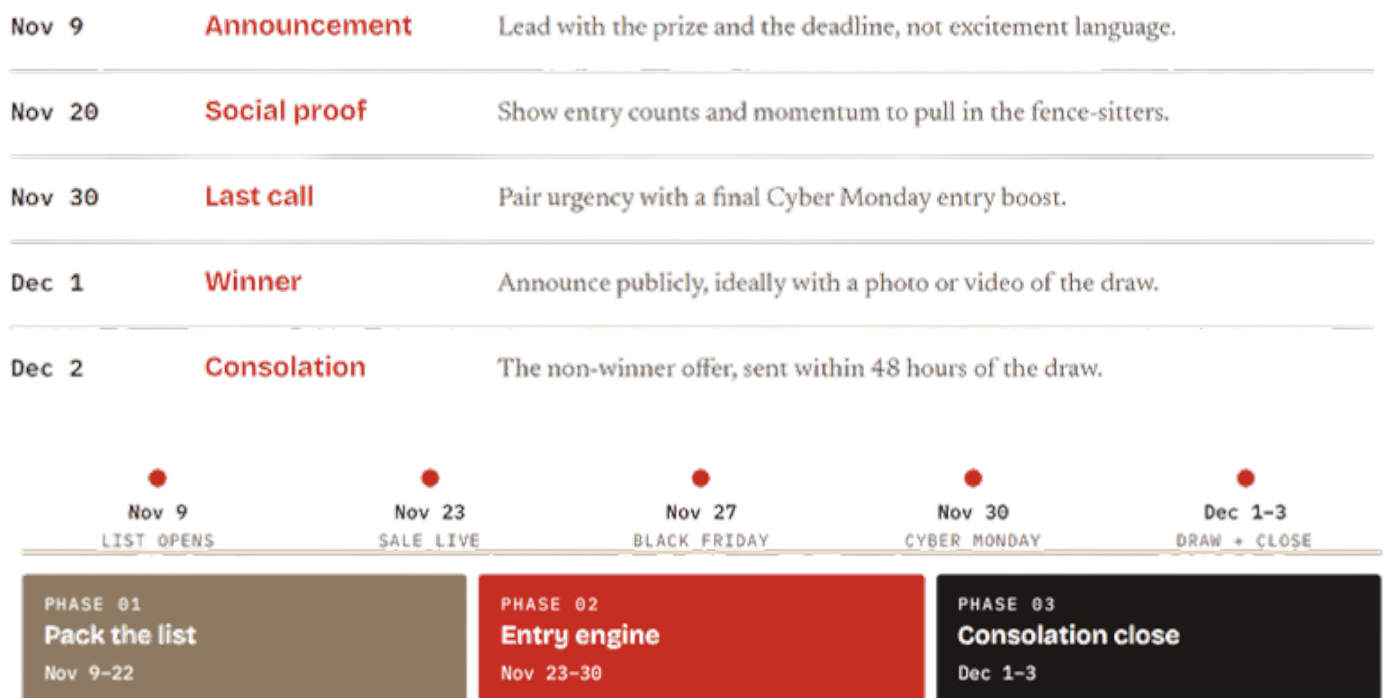
There are two rules to keep giveaways legal, but always check state and country specifics.

- **RULE 1 · AMOE:** Include a free path with the same odds as buying, or the promotion counts as an illegal lottery.
- **RULE 2 · CONSENT:** Never bundle your marketing opt-in with the entry itself.

THE CADENCE & CALENDAR

The five-touch email sequence & calendar

Map your giveaway emails to the calendar so no send slips.



RUN IT WITH US

Want this mapped to your store?

We'll tune the prize, timing, and entry stack to your store and margins before BFCM hits.

[Book a call with Andrea](#)

