







# Black Friday 2022 Sales Strategy: Increase Holiday Sales with Sweepstakes or Contests & Maximize BFCM Profits

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The #1 Black Friday 2022 sales strategy to increase holiday sales? Brands use sweepstakes and contests on Black Friday, and Cyber Monday, which are the highest volume shopping days for online retailers to drive sales.

Early-October deals are the best way to attract shoppers as the holiday season starts. However, you'll need to keep your audience engaged from Black Friday November 25th through the end of the year December 2022.

## Keep Your Fans Engaged, Build Customer Loyalty on Black Friday 2022

The best way to keep your fans and existing customers engaged while you attract new first-time customers? Run sweepstakes and contests for Black Friday 2022. Sweepstakes and contest ideas, including holiday photo contests, social media contests, and instant win games, spin-to-win wheels, as well as, online sweepstakes.

# Increase Holiday Sales Black Friday Cyber Monday 2022! Use BFCM Giveaways To Maximize ROI

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