

01

**How Surfer Ran  
A Successful B2B  
Black Friday  
Campaign...**

**#SURFER**

# STEP #1



**A few months before the November, when they ran the Black Friday campaign - the team attended an **SEO conference** in Chiang Mai, which really helped in building hype for the product.**

# STEP #2



**Because of the success the team had, had at the event in Chiang Mai & the interest they had received - they decided that running a Black Friday deal would be the best to really capture that demand.**

# STEP #3



**Rather than giving a full "lifetime discount" - they instead opted for a 6 month discount with the price then returning to the usual fee after that period.**

# STEP #4



**The team at Surfer, drove traffic to the sales page for the Black Friday deal in 3 different ways. The first was through Facebook & Google Ads with a budget of \$1,000.**

# STEP #4

PT 2



**The second way they drove traffic was through a popular **SEO marketplace** called **Blackhat**, for a total cost of **\$3,000** - although this proved not to be all that effective.**

# STEP #4

PT 3



**Finally, the the third & final way was through their **email list** - which they sent out a sales email to let people know on their list about their offer.**

# STEP #5



**Across all traffic sources, they received a total of 4,000 landing page views... & even crazier they had a 6% landing page conversion rate (for a trial signup) - which is ultimately what doubled their userbase.**