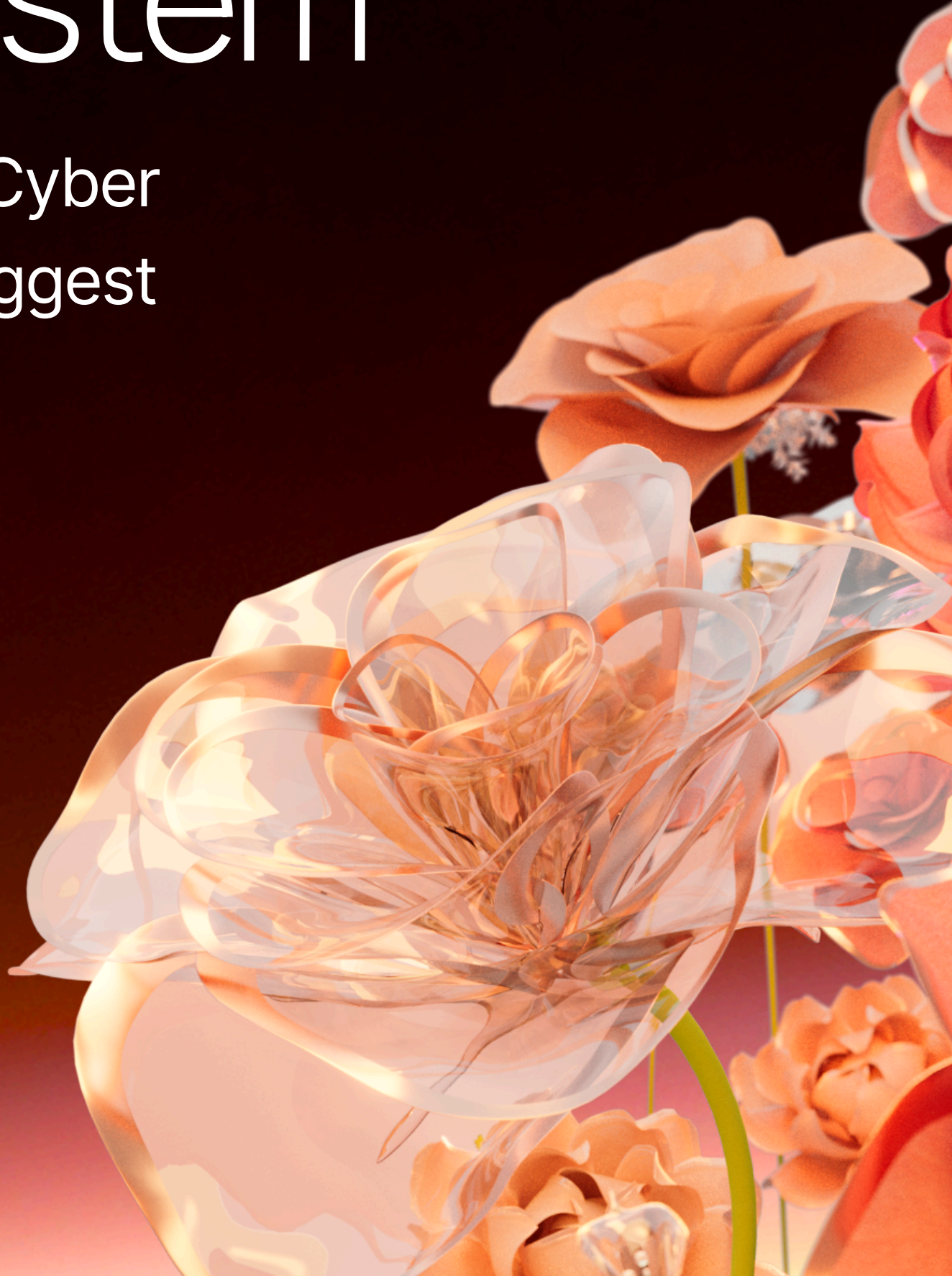


The Holiday Profit System

Turn Black Friday & Cyber Monday into Your Biggest Revenue Days Ever.

2025 Edition



01

BFCM Stats You Need to Know

Black Friday and Cyber Monday are the biggest sales events of the year. Here are the key stats to help you prepare for your highest-earning days:

25-40%

of annual revenue comes from the holiday season for many small businesses.

This playbook, along with support from the RepeatMD team, is designed to help you capture the full revenue potential of the holiday season.

71%

of shoppers say “discounts and savings” drive their BFCM purchase decisions.

Get the word out: your patients should know about your BFCM promotions and clearly see the value in them.

Mobile purchases dominate: mobile shopping make up

69% of global BFCM online purchases.

We'll help you make sure your BFCM promotions are available in your app so patients can easily take advantage of them.

01

The promotional period is extending:

more shoppers are starting holiday- shopping earlier than just “Black Friday day.”

To keep you ahead of early holiday shoppers, our team will set up an in-app Black Friday VIP Pre-Sale through RepeatMD’s BFCM Global E-Commerce Promotion service.

App or mobile-first brands have a competitive edge during BFCM because of push notifications, faster check-out, and better engagement.

By taking advantage of RepeatMD’s BFCM Global E-Commerce Promotion service, our team sets up your in-app BFCM promotion and provides your practice with marketing resources to give your practice the competitive edge on your highest-earning days.



02

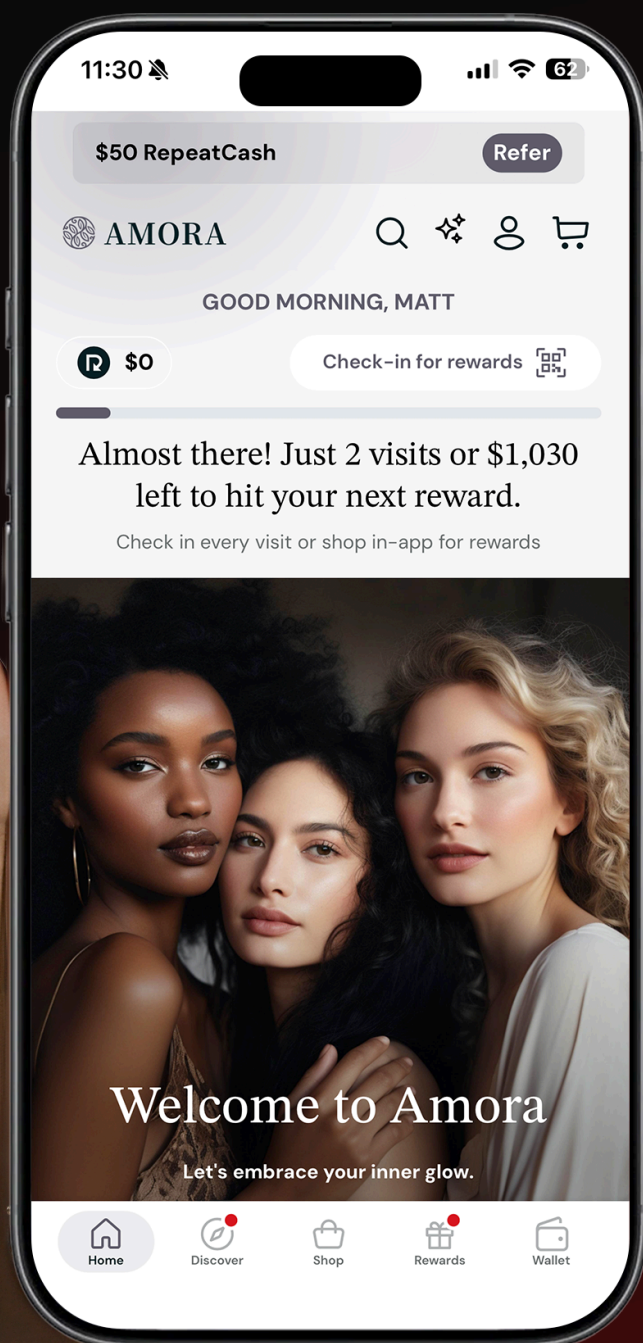
Best Practices to Make the Most of Your BFCM Promotion

Once you've opted into RepeatMD's BFCM Global E-Commerce Promotion, use these tips to maximize your results. Remember, you don't need to use every idea in this list, start with the ones that feel most doable for your team and build from there. Even a few of these best practices can make a noticeable impact on your BFCM results:



02

Your BFCM Promotion Should Only Be Available in Your App.



Make the app the only place for promos and best pricing. All discounts ran exclusively through the app builds FOMO and eliminates manual promotion management.



"It's not on our website or in the office, you need the app to get access to our promotion."

— Dr. Judy Corbett, Baldwin GYN & Aesthetics

"Leverage the 'no app, no deal' rule to make patients download it."

— Shea Nielsen, Revival Aesthetics & Wellness



Use a consistent message:

"All deals will be exclusively in the app. Download our app today so you don't miss out."



Let staff help patients preload their carts and remind them,

"Once the promotion begins, just tap to buy."



Teach patients that the app is also where your best rewards, gift cards, and memberships live.

02

How to Motivate Your Team

Incentivize staff participation:

Create bonus tiers or profit-sharing linked to sales milestones.

Bonus Tier 1

If sales hit **\$25K** = **3%** team profit share | the team receives a **\$750** bonus

Bonus Tier 2

If sales hit **\$50K** = **5%** team profit share | the team receives a **\$2,500** bonus

Regularly review metrics

in your Admin Panel and your KPIs with your team during the promotion:

"We're at \$32K, let's keep it going and unlock our next bonus tier!"

Train every staff member

to mention the sale and the app in conversation.

Ask staff to repost

on their personal social media accounts.

You could also use team rewards

to office goals and celebrate progress (raffles, parties, etc.).

Keep the energy high:

staff excitement translates directly into patient action.

Ask staff to send

a personal text to their VIP patients.

02

Marketing Best Practices to Boost Your Promotion

Keep It Simple and Exciting

- **Offer one clear discount** (40% works best). It's strong enough to move patients to buy without hurting your brand.
- **Avoid complicated exclusions.** Black Friday isn't about excluding your services, it's about letting your patients choose what they want to purchase.
- Frame the sale as your **"one big event of the year."** Patients see it as special, not routine.

Use Every Channel to Drive People Into Your App

- **Promote your sale** through your own email and texting tools (EMR, Podium, etc.) to drive people into the app, not to your front desk.
- **Mention your app in every touchpoint:** emails, texts, social captions, frontdesk check-ins.
- **Add a QR code to everything:** website pop-ups, flyers, posters, business cards, packaging.
- **Keep your message consistent everywhere:**
"Our biggest sale of the year, only in our app."

Build Hype, Don't Rush the Sale

- **Talk about it early.** Let patients know
"our biggest sale of the year is coming."
- **Use emotion and urgency** in your content: people buy with excitement, not logic.
- **Share posts and stories** showing your team's excitement and behind-the-scenes prep.
- **Encourage loyal patients** to start adding items to their cart ahead of launch.

02

Marketing Best Practices to Boost Your Promotion

Boost Visibility Everywhere

- **Post frequently** across your main platforms, repetition builds recall. During BFCM, you cannot post too much.
- Use **short, direct** messages:
"Starts Friday. Only available in our app."
- **Add in-office visibility:** posters, table tents, TV slides, or mirror clings.
- **Keep it light and branded,** not pushy or corporate.

Create an Experience Around It

- **Decorate for the season** or theme your space for the event, it makes it memorable.
- **Use scent, music, and visuals** that match the energy of a major sale.

02

Plan for an Extension

You can tell patients there will be a short private extension for VIPs or anyone who missed the sale due to technical issues. This lets you extend into Tuesday naturally.



03

Let RepeatMD Run Your BFCM Promotion In-App

Step 1

Opt into RepeatMD's Global E-Commerce Promotion right from your **Admin Panel** so your patients receive system-wide messaging and reminders. [This is a complimentary service for our clients.](#)

How it works:



Holiday Promotions:

Boost your in-app revenue by participating in our seasonal e-commerce promotions designed to drive patient engagement and increase sales.



Customizable Offers:

Discount options tailored to your practice are viewable in the calendar below, and you can select them on the corresponding landing page before opting in.

03

How it works:



White-Glove Service:

From setup to execution, we handle every detail of your promotion, allowing you to focus entirely on providing exceptional care to your patients.



Social Media Assets:

Receive ready-to-use graphics and posts, including countdowns, teasers, and offer announcements—sent directly to your inbox after opting in.



Email Campaigns:

Use customizable email templates to promote your BFCM offers before and during the event, helping you stay top of mind with your patients.



03

How it works:



Text Message Campaigns:
We automatically send 6 promotional text messages on your behalf throughout BFCM to drive patients to your app.

Here are the text messages we send:

01



AMORA MED SPA

10 min ago

🌟 **Early Access!**

Our Black Friday Pre Sale starts NOW for VIPs. Get up to 40% OFF before anyone else. Tap to shop: <https://amora.rpt.md>
Powered by MyRepeat

02



AMORA MED SPA

10 min ago

🛍️ **Black Friday VIP Pre Sale is LIVE!**

Enjoy up to 40% OFF in-app today. Tap to shop: <https://amora.rpt.md>
Powered by MyRepeat

03



AMORA MED SPA

10 min ago

🛍️ **Black Friday Sale is LIVE!**

Enjoy up to 40% OFF in-app today. Tap to shop: <https://amora.rpt.md>
Powered by MyRepeat

04



AMORA MED SPA

10 min ago

🕒 **Final Day!**

Black Friday savings end tonight. Don't miss up to 40% OFF. Shop now: <https://amora.rpt.md>
Powered by MyRepeat

05



AMORA MED SPA

10 min ago

🔴 **VERY LAST chance to save!**

Cyber Monday savings end tonight. Up to 40% OFF - shop before it's gone: <https://amora.rpt.md>
Powered by MyRepeat

03

This is a Free Service

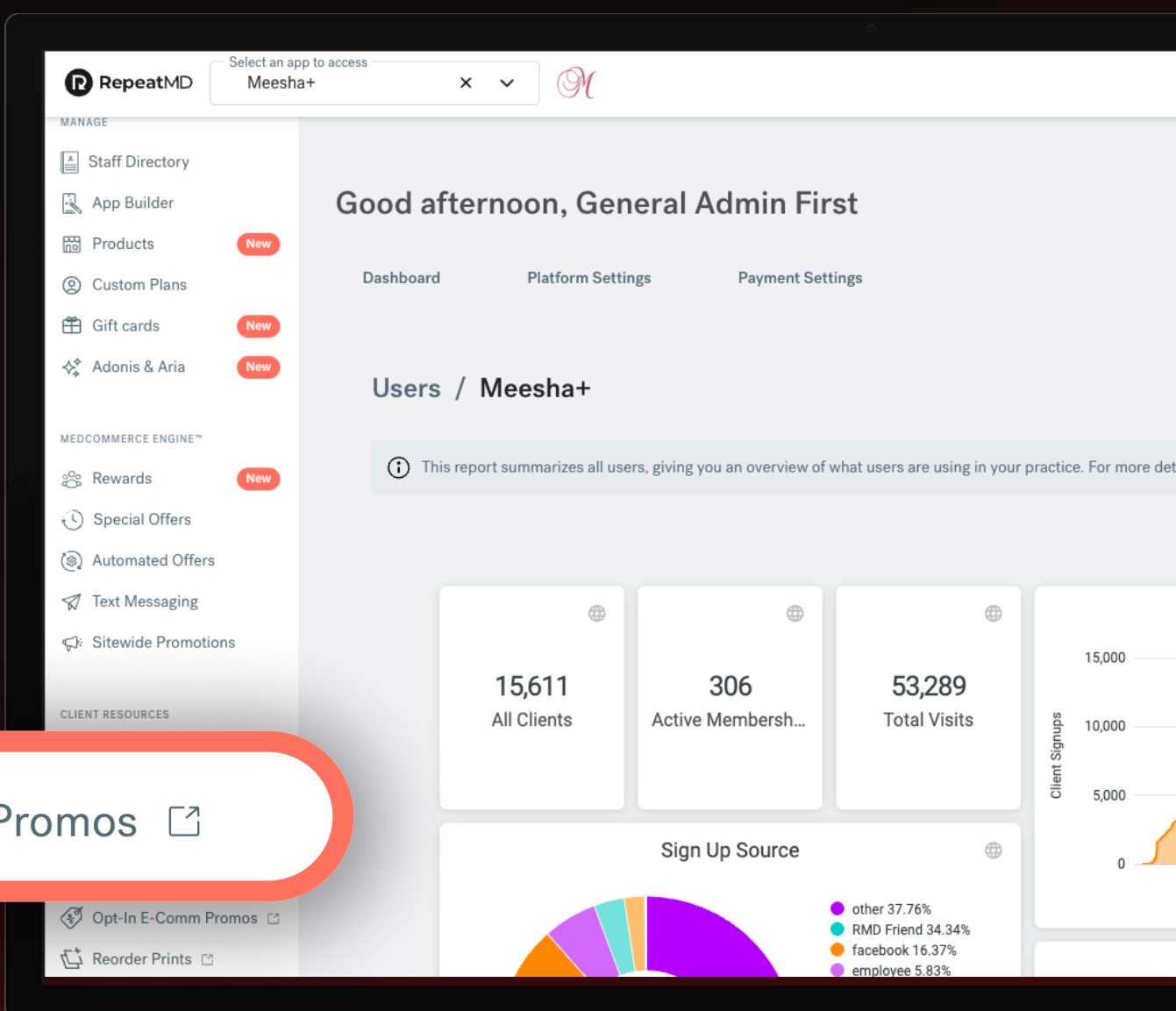
All marketing resources, tools, and support are provided to you at no additional cost.

To opt-in for our BFCM Global Promotion:

1. Log into your **Admin Panel**
2. **Scroll to the bottom** of your left-hand toolbar in your Admin Panel
3. Click on the **Opt-In E-Comm Promos** button in the lower left hand side of your Admin Panel



Opt-In E-Comm Promos 



03

Step 2

Set your Promotion Preferences. Select the discount percentage you'd like to apply to this promotion.

**Best Practice: we recommend a discount percentage of up to 40%.*

3 Tips from our BFCM Client Panelists:



40% off is the sweet spot:
Big enough to drive urgency without devaluing the brand.

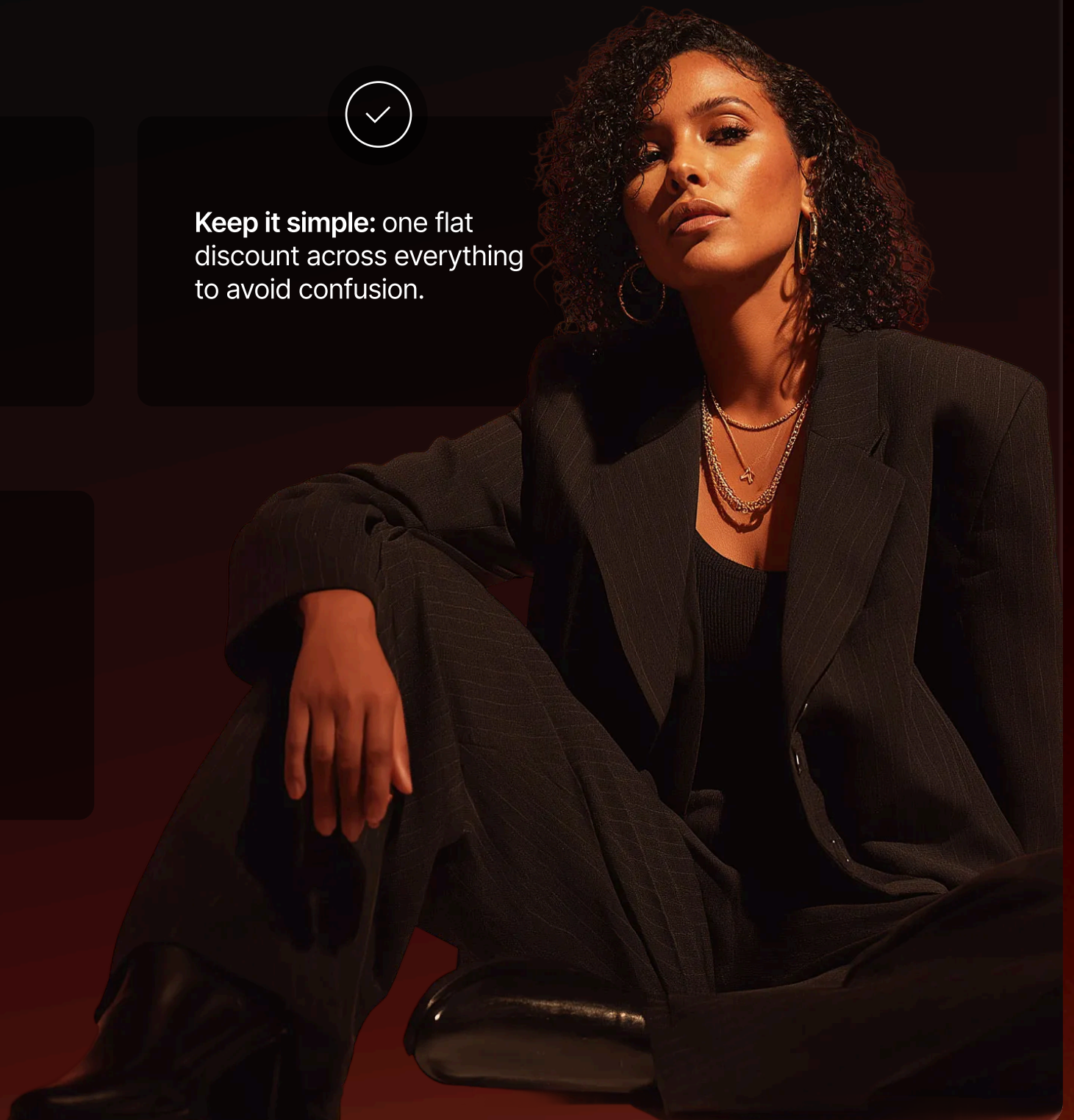


Keep it simple: one flat discount across everything to avoid confusion.



No "Groupon" mentality:
Avoid constant discounts —save deep savings for BFCM to maintain a premium image.

You can note any services, packages, or products that you want to exclude from this promotion.

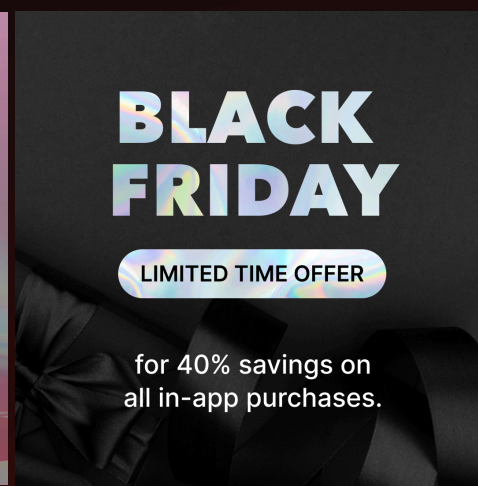
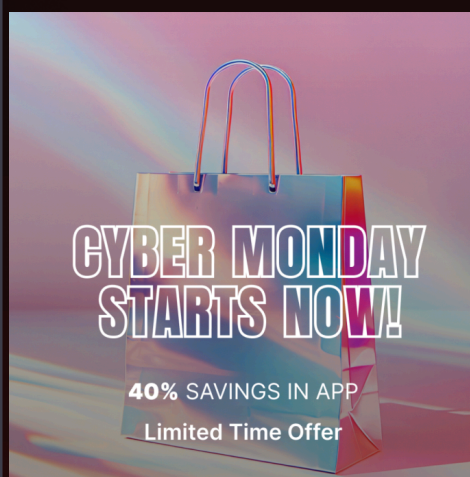
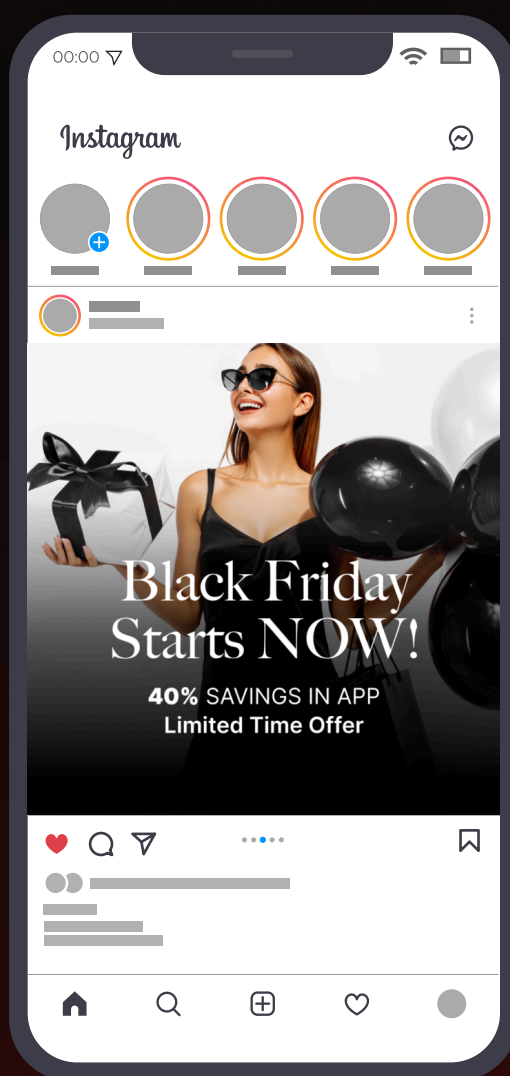


03

Step 3

Use all the marketing materials RepeatMD provides, including email templates, social assets, and in-app graphics. You can find them at any time in this Help Center article, these will be updated every year for you.

Examples of RepeatMD's Marketing Resources:



04

The Benefits of Having RepeatMD Run Your BFCM Promotion

Save time, eliminate guesswork, and let our team handle every detail so your practice can focus on patients while driving record-breaking holiday revenue.

Why It's Worth It:



Expert Setup:

Our team configures your in-app promotion to run flawlessly, from discounts to exclusions.



Proven Strategy:

Each campaign uses data-backed best practices that have driven millions in BFCM revenue across our network.

04

Why It's Worth It:



Marketing Made Easy:

You'll receive ready-to-use emails, texts, and social media assets designed to attract and convert patients fast.



Time Savings:

We do the heavy lifting so your team can stay focused on delivering treatments and service, not tech setup.



Patient Awareness:

Automated text messaging keep your offers top-of-mind throughout the weekend.



It's Free:

All setup, creative assets, and campaign management are included at no charge for participating practices



05

Keep Winning Into the New Year

(The Step Most Practices Miss)

Goal

Turn BFCM buyers into January and February appointments, membership sales, and gift card redemptions so your Q1 starts strong.

Schedule Appointments with Everyone Who Bought

- Pull your list of patients who made purchases and contact them right away.
- *"We saw you purchased a package. Let's schedule your first visit for January or February."*
- Do this in December so January and February are fully booked. Beat the quiet season & keep your providers busy and happy!

If you sold discounted gift cards, try not to stack additional promos in January or February. Run non-overlapping offers that drive visits without undercutting revenue.

05

Why Memberships are Important in January

Members spend more than non-members. **A LOT more.**



Real Practice Example:

- Non-Member Yearly Spend:
\$1,367
- Member Yearly Spend:
\$6,055
- Their members are spending
442% more than non-members.



Practices who incentivize their staff to sell memberships sell more.
> 600% more



Businesses with a strong MRR base receive
2-3x greater valuations than those who don't.



Practices who offer Membership sign-up offers increase conversion by **32%**.

05

How to Successfully Promote Memberships in January

January is when your patients are focused on self-improvement, it's the ideal time to position your memberships as part of their "New Year, New Me" goals.



A strong, simple offer like **50% off the first month of any membership** gives patients the incentive they need to commit and start the year feeling refreshed and consistent with their treatments.



Before running a "New Year, New Me" promotion, make sure your memberships are set up to deliver long-term value and retention. Here's what we recommend to have in place before you promote:



Commitment Period: If you're discounting the first month, set a minimum 4-month commitment period. This ensures patients don't sign up just for the discount and cancel right away.



Sign-Up Bonus: Offer a small perk to make joining feel instantly rewarding, something like a skincare product or a quick, low-consumable-cost treatment. This helps boost conversion and gives patients immediate value from day one.



Milestone Bonus: Encourage members to stay engaged beyond the commitment period. Add a Milestone Bonus one month after the commitment period ends (and another at 12 months) to celebrate loyalty and reinforce value. Choose something that feels special but is low cost for your practice, for example: a mini facial or a chemical peel.

05

New Year, New You

Get ready for New Year, New You promotions and clients eager to make positive changes in the new year.

Keep Momentum with a “New Year, New Me” Offer

After your BFCM promotion ends, you can keep the energy going with a simple, low-cost offer that brings patients back in January.

Top practices like **Revival Aesthetics and Wellness** use free or low-consumable-cost services, such as:

- Complimentary body scan
- Free Lipo injection

For new patients, to spark interest and start conversations around wellness, weight loss, and hormone therapy.

These offers don’t need to generate revenue on their own; they’re designed to **get patients back through your doors** and onto higher-value treatments or memberships.



Quick Checklist



01. Opt In and Let RepeatMD Run It

Enroll in RepeatMD's Global E-Commerce Promotion and choose your discount (40% is best). We'll handle the setup, messaging, and automation for you.



02. Keep It App-Exclusive

Run all BFCM discounts only through your app: this drives downloads, builds FOMO, and keeps the process simple for your team and patients.



03. Involve Your Team

Train and motivate staff to mention the sale, share posts, and help patients preload carts. Excited teams = stronger results.



04. Follow Up After the Sale

Reach out to everyone who purchased to book January and February appointments. Keep your schedule full and your momentum strong.



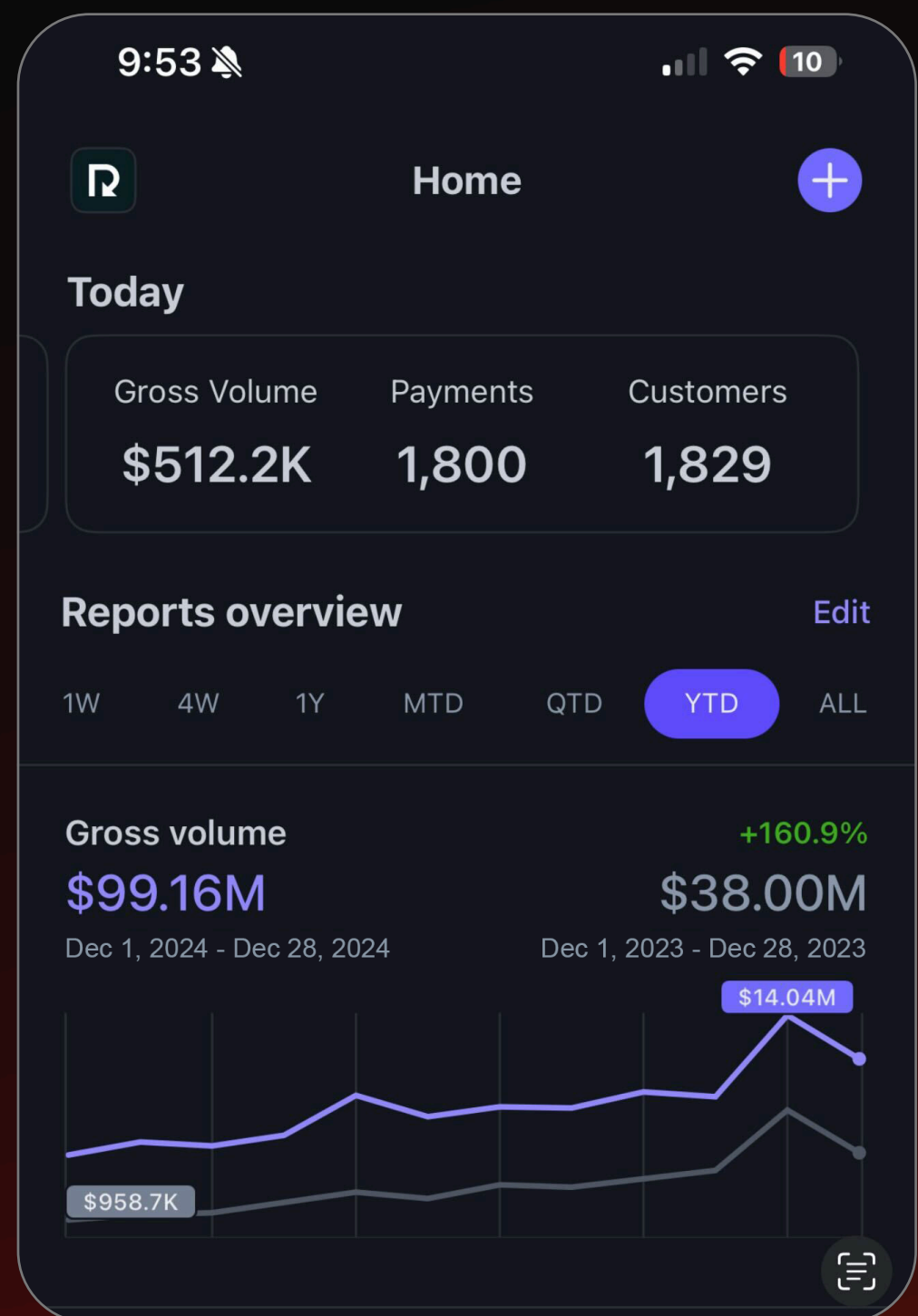
05. Launch a "New Year, New Me" Membership Offer

Promote memberships in January with 50% off the first month. Use commitment periods, sign-up bonuses, and milestone rewards to keep members engaged long-term.

Last December, RepeatMD sold **over** \$99M in holiday revenue

Ready to turn your
app into a 24/7
revenue driver?

Scan or Tap
to Book a Free
1-on-1 Strategy
Session



Bonus

Video Training

How top practices made \$200K+ on Black Friday

and how they'll do it again this year

Live Client Panel

How we made
\$200K in
Sales during
Black Friday



Two high-performing practice owners reveal how they leveraged RepeatMD to generate over \$200K during Black Friday and Cyber Monday.

Hosted by: **Phil Sitter**

Featuring:

Shea Nielsen,
Owner, Revival Aesthetics and Wellness

Dr. Judy Corbett,
Owner, Baldwin GYN & Aesthetics



Scan or tap to Watch