

# The Payfast Guide to Going Online

**payfast**  
by network





# Introduction

**The Payfast Guide to Going Online is a comprehensive ebook to help aspiring entrepreneurs such as yourself turn your hobby into a successful online business.**

In this seventh chapter of the guide, we provide **useful tips that you can incorporate into your ecommerce business strategy to make the most out of Black Friday and other seasonal retail events.**



## CHAPTER 07

# Capitalising on shopper trends like Black Friday

- 1 Advertise your Black Friday deals
- 2 Update your website
- 3 Provide excellent customer service

Over the last couple of years Black Friday and Cyber Monday have grown in popularity to become the biggest event in the retail calendar. Even before lockdown, Black Friday was experiencing immense growth online, with my big online vendors running deals up to a week or more ahead of the big day.

Here are some useful tips that you can follow to make the most out of Black Friday



## Practical questions to consider ahead of Black Friday

1. Should I hire temporary staff around the busy period to pack boxes?
2. How good is my inventory tracking? What happens when things sell out?
3. Do I have enough boxes and packaging material?
4. Do I have established lines of communication with my suppliers?  
With my courier company?
5. Should I get a "backup" courier relationship?

## 1 Advertise your Black Friday deals

The best way to generate excitement amongst your customer base is to **advertise your Black Friday specials a few weeks before the big day**. This can be done on your social media pages via organic and paid posts and in email blasts sent out to your database. You can create hype around your Black Friday specials right up to the big event and even during the busy weekend.



## Protip: Easy Advance business funding

If you're a registered Payfast merchant and have built up existing sales volumes with Payfast, you'll be able to access pre-approved **business funding**. Our **Easy Advance feature is a partnership with Retail Capital** that offers unrestricted business funding that can be used for getting up and running, executing a marketing plan or sourcing extra stock for Black Friday.

If you qualify you'll see a real-time, personalised notification on your Payfast Dashboard when you log in to your Payfast account stating how much you qualify for. If you take up the offer you will be taken through a simple sign up process and the funds will be transferred into your bank account that's linked to your Payfast account within 24 hours.



Find out more about Easy Advance here: [payfast.io/features/easy-advance](https://payfast.io/features/easy-advance)



Easy Advance helped me to keep my staff and now I'm entering summer with a full stock.... It's actually the easiest business funding ever. If you are a business and you're not taking this opportunity, you are losing out. ”



Harryson Juma Odari, founder of Cape Masai Leather

## 2 Update your website to make sure it's ready for Black Friday

There are a number of important things you should do to make sure your website is equipped to deal with the increased visitor traffic over the Black Friday weekend.



### Test your site to make sure all is in order

Ask your web developer to test your website to make sure all your plugins are updated and everything is working correctly. The last thing you need to happen during Black Friday is for your website to crash. Also make sure that all the pages display correctly, the checkout process runs smoothly and all redirects are processed efficiently without any delays.



### Update your stock

It's extremely important to ensure you have enough stock to process incoming orders over the Black Friday weekend. Make sure your website's product listing is up to date with what's available, and if certain products have limited stock clearly state that. This will avoid any confusion, delays in shipment or the need to action refunds to your customers. Also make sure all your delivery options are available and ready to go to ensure a smooth process after the payment has been received.



### Clearly display your contact information and Ts&Cs

Make all of your available contact details easily visible on your website, as during the Black Friday period you may experience an influx of buyers querying updates on their online orders. It's also worth updating your Terms and Conditions related to Back Friday, such as delivery time frames.

During this busy time, consider hiring additional support staff to manage orders and inventory related queries during this period.

### 3 Provide excellent customer service

Throughout the Black Friday period (and forever after) provide top-notch customer support, including keeping your customers up to date on their **delivery status, returns and refunds**. This will go a long way in creating happy customers who are more likely to return and promote your store amongst their social networks.

Keep in mind that doing promotions shouldn't mean that you lose money needlessly; it's a tool for ultimately growing your business in the long term. You should aim to try and break-even if you can when considering all costs. Ideally, you should still make a profit over this period, but you can consider it a market building opportunity too (which comes at a short-term cost sometimes).





# Find out more about going online

To find out more about getting your business online, download the entire Payfast Guide to Going Online or any of the individual chapters that may be relevant to your online business.

[Download the entire Payfast Guide to Going Online](#)

Download the individual chapters:

[Chapter 1: Developing your business plan](#)

[Chapter 2: Managing logistics](#)

[Chapter 3: Building your online store](#)

[Chapter 4: Setting up a payment gateway](#)

[Chapter 5: Marketing your online store](#)

[Chapter 6: Converting visitors into customers](#)

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## About Payfast

Payfast is a payments processing service that enables South African businesses to receive payments from local and international buyers. We offer a turnkey online payment processing solution that lets merchants accept multiple payment methods through a single integration.

Founded in 2007, Payfast has seen consistently strong year on year growth and currently provides payment services to over 80,000 merchants in South Africa. In 2019, Payfast became part of the DPO Group, spurring the growth of the largest African payment service provider. In 2021, DPO Group was acquired by Network International, a globally renowned enabler of digital commerce across the Middle East and Africa.

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