

How to run a Black Friday sale on OnlyFans

Tips on using Black Friday to boost sales and subscriptions as an OnlyFans Creator.

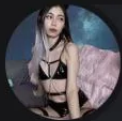
Black Friday is one of the biggest sales events of the year, giving buyers a chance to stock up for the holidays. But Black Friday isn't just for retail stores. As an OnlyFans Creator, you can leverage this shopping frenzy to boost your subscribers and revenue.

That's why we've created this guide on how to run a Black Friday sale on OnlyFans. Not only will we help you attract new subscribers, we'll also provide you with marketing tips and promotion ideas that will boost your OnlyFans sales.

Let's dive in!

Limited offer - 25% off for 30 days!

For new subscribers • ends Nov 30 • left 20



Black Friday sale until the end of November!

Started

Nov 21, 2022

Claims count

0

Attracting new subscribers

Black Friday is a great time to pull in new subscribers. Fans are looking for great deals and offers, making them willing to subscribe to a new Creator. Let's go over the main strategies to get more eyes on your page.

Offering a subscription discount

Offering a low price for your subscription can be difficult if you're used to charging a lot, but at this time of the year, it can pay off. There are lots of different strategies to approach this:

- **Use urgency in your marketing:** Create fear of missing out (FOMO) to drive sales. Tell fans that they only have 24 hours to subscribe, or that the offer is only available to the first 50 or 100 fans.
- **Offer tiered discounts:** 50% off for the first 10 subscribers, 40% for the next 20, and 30% for the rest.
- **Social media countdown timer:** Consumers respond well to countdown timers. When they see the time running out, they're quick to act.
- **Focus on value:** Let your fans know that they're getting deals on your most exclusive content.

Free resubscription day

Getting resubs from current and lapsed subscribers is just as valuable as targeting new subscribers. Previous subscribers have already shown interest in your content, so they should be easy to convince. Here are some tips for reaching out to this group:

- **Personalized messages:** Targeting subscribers who have unsubscribed with personalized messages inviting them back can be a successful strategy. [Infloww](#) helps you identify and automatically message fans whose subscriptions are expiring in order to keep them engaged.
- **Show off new content:** Showcasing new content to your old subs is an easy way to remind them why they liked you in the first place.
- **Welcome back bonus:** Offering bonus content for those who resubscribe is a great strategy.

Promote on other platforms

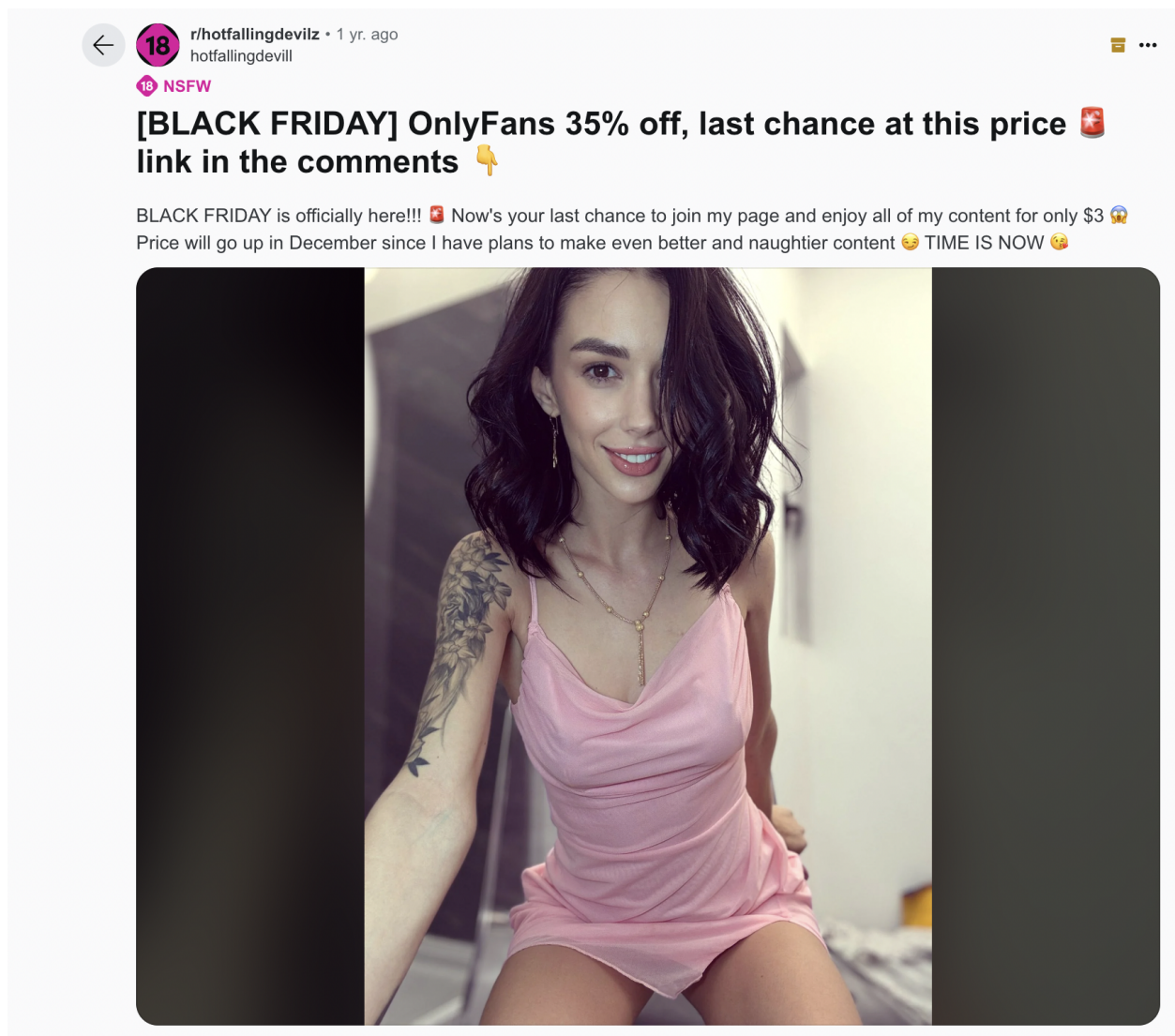
Driving traffic to your OnlyFans is a crucial part of the Black Friday strategy. There are lots of ways to go about it, but there are some fundamental steps that every Creator should take:

- **Focus on deals:** Your social media activity should focus heavily on the deals and offers that you're running.
- **Teaser content:** Show teasers of your clips that mention that you've never run prices this good.

- **Use all platforms:** Use platform-specific features like Instagram Stories, Twitter polls, or TikTok challenges to engage your audience.

Boosting sales

Now that we've covered expanding your subscriber base, it's time to focus on your current subscribers. Running appealing, high-value deals on Black Friday is the cornerstone of boosting your revenue. Want to mass-message these deals to all your subscribers? Use [Infloww](#) to create personalized mass messages.



Emphasize the sale

Fans are most likely to buy when they feel they're getting a great deal. That's why it's so important to emphasize how good of a sale they're getting—even if it's not *that* much better than other sales you offer.

Fans are just like customers—they love a deal. It's often the case that at a time like Black Friday, they'll think they're getting a better discount than they are just because of the time of the year. You can take advantage of that by saying it's the best deal you've ever offered.

Pay-per-view (PPV) content deals

Your PPV catalog is your best friend on Black Friday. Here are some proven strategies for discounting PPV:

- **DMs with Black Friday pricing:** Start by mentioning "Black Friday" in your direct messages to fans and watch the sales flow in.
- **Bundles:** Consider offering a "PPV pass" that gives access to multiple PPV items at a discounted rate.
- **Exclusive content:** Create exclusive PPV content specifically for Black Friday to add novelty and excitement.

Specialized services and content

Offering deals on more time-consuming custom content can boost your revenue, since these services sell for a premium price. Here are some ideas to turn a profit:

- **Discounted custom content:** Offer a limited-time discount on custom video or photo requests.
- **Dick rating specials**
 - \$5 text dick rates
 - 50% off topless dick ratings
 - \$15 text rating with a free pic
- **Video call deals**
 - Discount your video call rates for Black Friday.
 - Offer something free after the call as an added incentive.
- **Sexting packages**
 - Upsell your sexting rate (e.g., \$100) with free pics and videos.
- **Used items sale**
 - If you sell used items, create special bundles (e.g., used panties + socks).
 - Price these bundles to cover shipping costs.

Buy one, get one (BOGO) deals

BOGO deals make the foundation of many successful OnlyFans accounts—and for good reason. Fans love getting freebies when they spend. Here are some BOGO examples:

- **Bogo deals:** Offer deals like "Buy 1 video, get 1 free" or "Buy 1 photo set, get a free dick rating."

- **Mix and match:** "Buy 2 items, get 1 free" (e.g., buy a video and a photo set, get a free dick rating).
- **Old with the new:** Create bundled packages that combine your most popular content with newer or less-viewed items to increase exposure to all your offerings.

Bundle old content

New fans who may not be familiar with your old posts will love to get access to them. Old fans who may not have paid for all of your posts will also appreciate getting deals. There are lots of ways of framing this bundles, here are some examples:

- **Creative marketing:** Find a clever way to frame this bundle: "OMG! I can't believe I still have these! Limited time offer on my vintage content!"
- **Themed bundles:** Create themed bundles based on categories or fan favorites.
- **Unreleased content:** Use this opportunity to market older content that never made it out of the vault.

Promo codes

Most fans don't engage with your wall. Post discount codes there and only the truly loyal fans who scroll through will find them. This trick allows you to keep track of who pays the most attention, so that you can target them later with more offers on content.



u/miremi137 • 2 yr. ago
miremi137



18 NSFW

Black Friday Onlyfans promotion 40% off. Discount available for 14 days



Conclusion

Remember, the key to a successful Black Friday sale on OnlyFans is creating a sense of urgency and exclusive value for your subscribers. By offering attractive deals and maintaining engagement, you can boost your revenue and build a stronger, more loyal fan base.