

Liquidation Channel Press Release

For Immediate Release

Summary: The Liquidation Channel reveals Black Friday and Cyber Monday predictions.

Liquidation Channel predicts extended Black Friday behavior from American retailers

With Thanksgiving days away, shoppers are prepping for Black Friday and Cyber Monday sales, focusing on getting the best deals on all of their holiday shopping. Meanwhile, retailers like the Liquidation Channel (LC) are looking for ways to break out of the seasonal sales mold while catering to their customers' needs.

There is no browsing during the biggest shopping event of the year. Shoppers have one mission—to get all of their Christmas shopping done while snagging the lowest price on that specific gift. Big box retailers like Best Buy and Wal-Mart are among the most popular brick and mortar stores on Black Friday, with people lining up to save as early as 5 p.m. on Thanksgiving Day.

It seems that every year shopping sales frenzy starts earlier and earlier. But how early is too early? And are consumers happy about Black Friday deals coming earlier every year?

According to a report released by SAP Social Media Analytics, “For retailers, it’s never too early to get into the holiday spirit. While Black Friday was the clear winner in the volume of social media mentions received, Cyber Monday was the deal day consumers favored most.”

Although consumers value the low prices that Black Friday provides, it is increasingly becoming more about the ease of getting what they need that pleases shoppers most.

“However,” SAP Social Media Analytics stated, “the additional shopping hours appear to have helped improve consumers’ emotions about Black Friday.”

While consumers may not like the crowds, chaos, and long lines that come with Black Friday shopping, they are happy they can start shopping early and kick-off the holiday season. Meanwhile, studies also show that Cyber Monday is becoming increasingly popular as consumers enjoy shopping from the comfort of their own home.

For many retailers Black Friday and Cyber Monday has begun to merge into one giant sales event. So what can retailers and customers expect this year as both events have doubled in duration?

According to ConsumerReports.org, online retailers will try to keep the shopping momentum going throughout the entire holiday season by offering late-breaking promotions and price cuts. Even brick and mortar stores are expected to offer last-minute promotions and incentives, like gift cards and “store cash.”

As shoppers experienced last year, Cyber Monday is expected to again turn into a full Cyber Week event with sales starting as early as Sunday evening and running all the way through Saturday.

There’s no shortage of holiday deals for savvy shoppers who research their favorite retailers ahead of time. But unlike past Black Friday and Cyber Monday shopping days, consumers should keep their eyes peeled for surprise deep discounts and doorbuster-type deals from now until stores close on Christmas Eve.

To keep up to date with Black Friday and Cyber Week deals from the LC, visit
<http://www.liquidationchannel.com/pages/black-friday.html>.

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The channel's unique jewelry is available online at LiquidationChannel.com and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.