

Navigating Thanksgiving's Four-Day Shopping Escapade



It is no surprise that kids and adults alike look forward to everything Thanksgiving has to offer. It is a time for families to come together, celebrate traditions, eat way too much food, and subsequently pass out on the couch. But aside from the joy that Thanksgiving brings, the days following can be equally exciting. Thanksgiving falls on the fourth Thursday in November. On the four successive days, we are graced with Black Friday, Small Business Saturday and Sunday and Cyber Monday. Black Friday, which was the first to originate, has never been an official holiday; it is mainly observed as the unofficial kickoff of holiday shopping. But what was once just a one-day mega-sales event has quickly transformed into a four-day treasure trove for retailers to capitalize on across the United States.

Black Friday and Cyber Monday offer deals on top-selling items with slashed prices for everyone to take advantage of, especially with Christmas around the corner. But if you're not ahead of the game, it can be pure pandemonium. Here are some suggestions on how to make sure you secure the best items for the least amount of effort and lowest price available.

MAKE AN ORGANIZED LIST.

If you know what you want to buy before you step foot into a store, your shopping experience will be that much smoother. By not being distracted by shelves full of great deals, you'll be able to get in, get out, and get on to your next stop – and your next great purchase.

BE CONSCIOUS OF THE BEST TIME TO SHOP.

In this case, the early bird really does get the worm. Almost all Cyber Monday sales begin one second after midnight on the Monday following Thanksgiving. As for Black Friday, most stores have different opening times, including some that even open up on Thanksgiving Day. So, be aware of which stores open when, and arrive three to five hours before that time if you want to be at the front of the line.

USE THOSE COUPONS.

Many retailers offer online coupon codes in addition to their cyber sales and in-store specials. It is also beneficial to compare prices in brick-and-mortar stores before purchasing, just to make sure you are getting the best deal.

GO FOR THE BIG TICKET ITEMS.

If you're looking to get the most bang for your buck, big ticket items are where it is at. Really need a new TV for your living room? This is the time to get it.

And don't forget to include your local shops during your four-day shopping escapade. Small Business Saturday and Sunday originated in Roslindale Village, Massachusetts as a way to encourage shoppers to give back to their local economy by frequenting local businesses in addition to large retailers. Most local shops are ready to call attention to their great prices in an effort to compete with the mega-sales that large retailers offer. But no matter where you decide to shop, the best thing you can do is be prepared! 🌲

By Morgan Crawford



