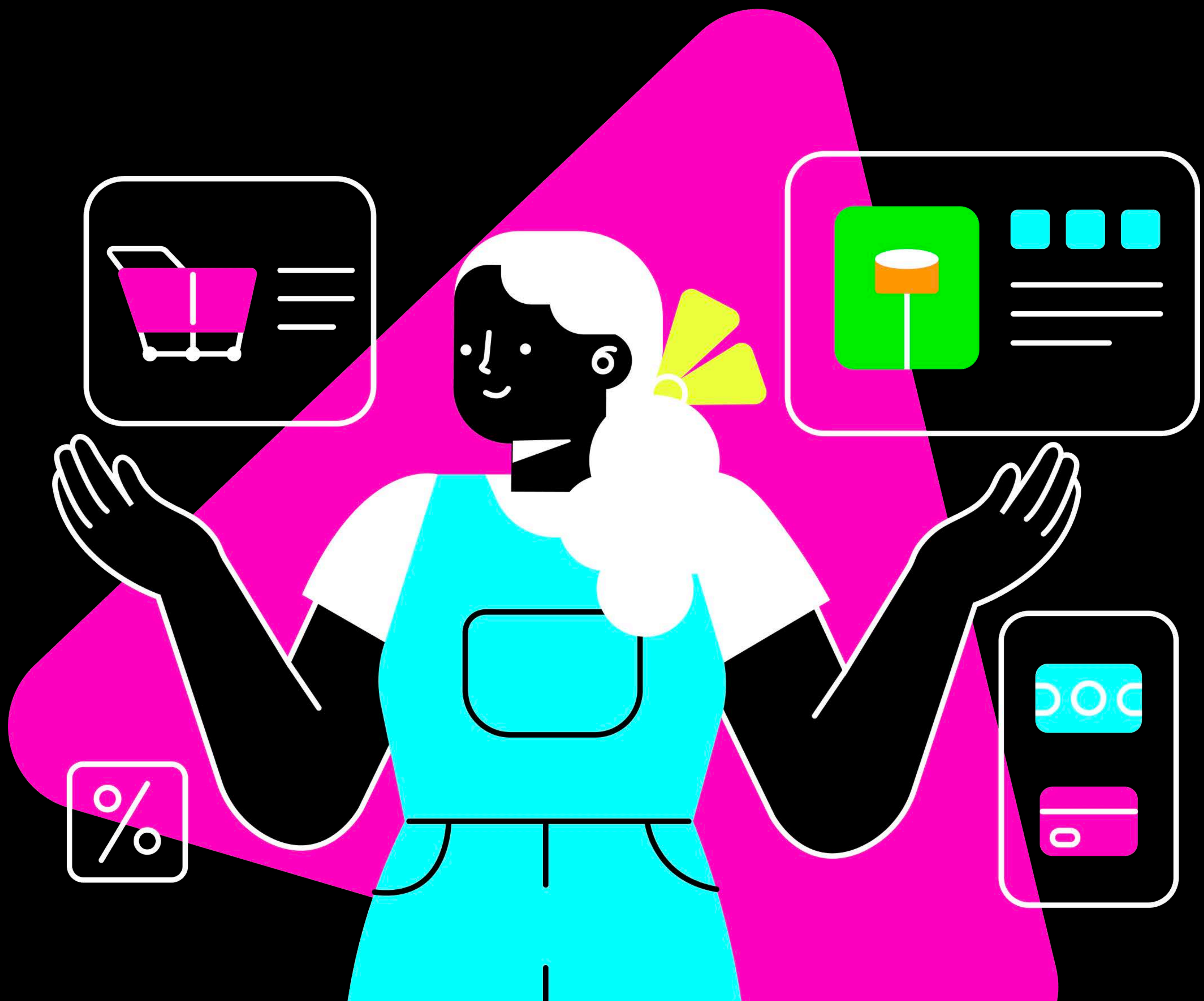




The Reality Of Black Friday

A Correlate Digital Guide



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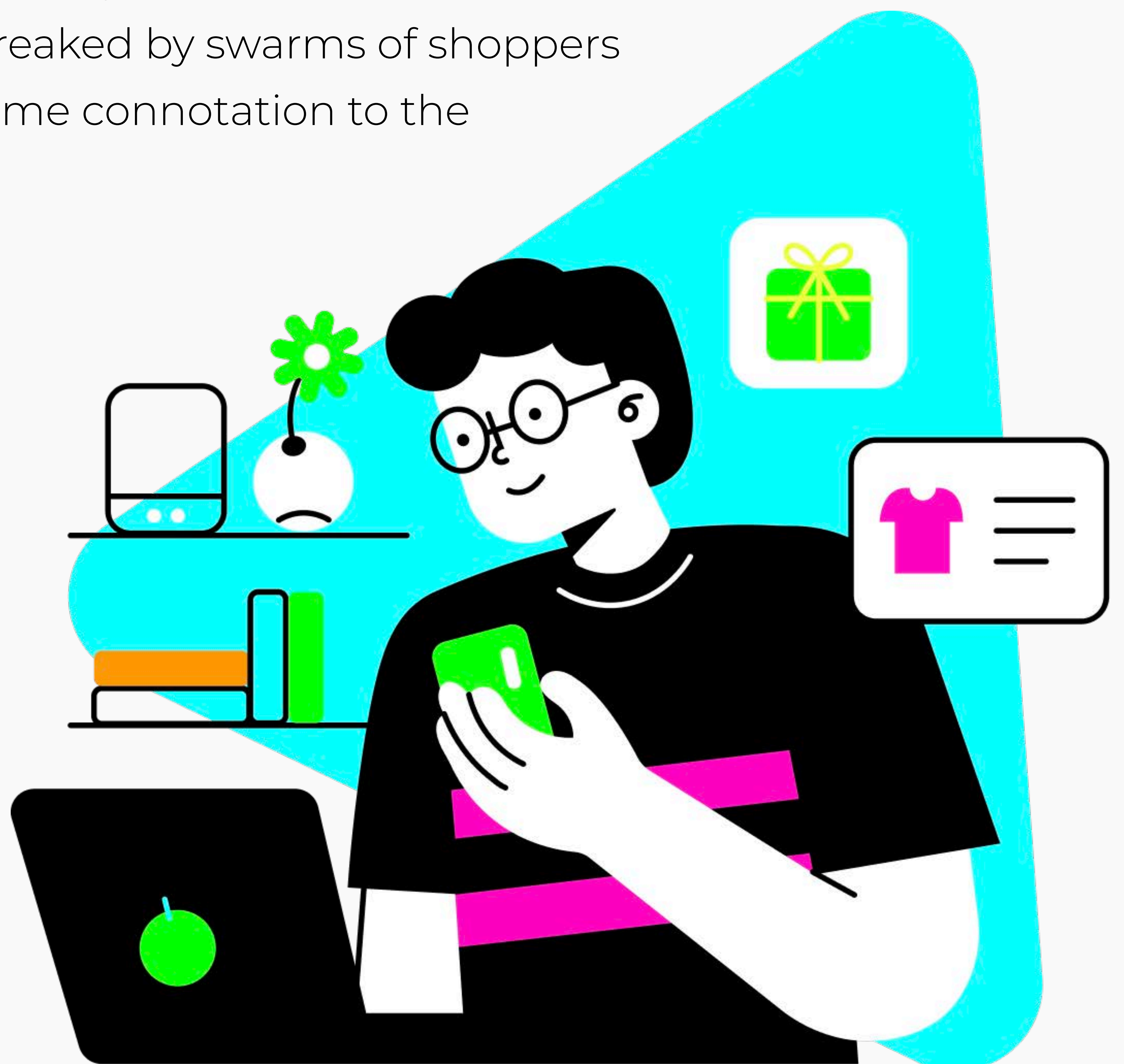
01.

Should your business ride the Black Friday wave?

Love it or fob it off as an American capitalist tradition, Black Friday is a big deal. In fact, it's all about the deal for shoppers and sellers. It's a game to play to win otherwise the deal you get can be a raw one.

Starting in Philadelphia in the 1950s as a post-Thanksgiving sale, Black Friday has since spread quite ferociously across the globe to other countries where it has become one of the biggest and most profitable shopping days of the year. So much so, that Black Friday has become a term of endearment for retailers, with black signifying profits.

But its very name Black Friday, dubbed by Philadelphian police in acknowledgement of mayhem wreaked by swarms of shoppers in shops and on the streets, bears some connotation to the other side of Black Friday.



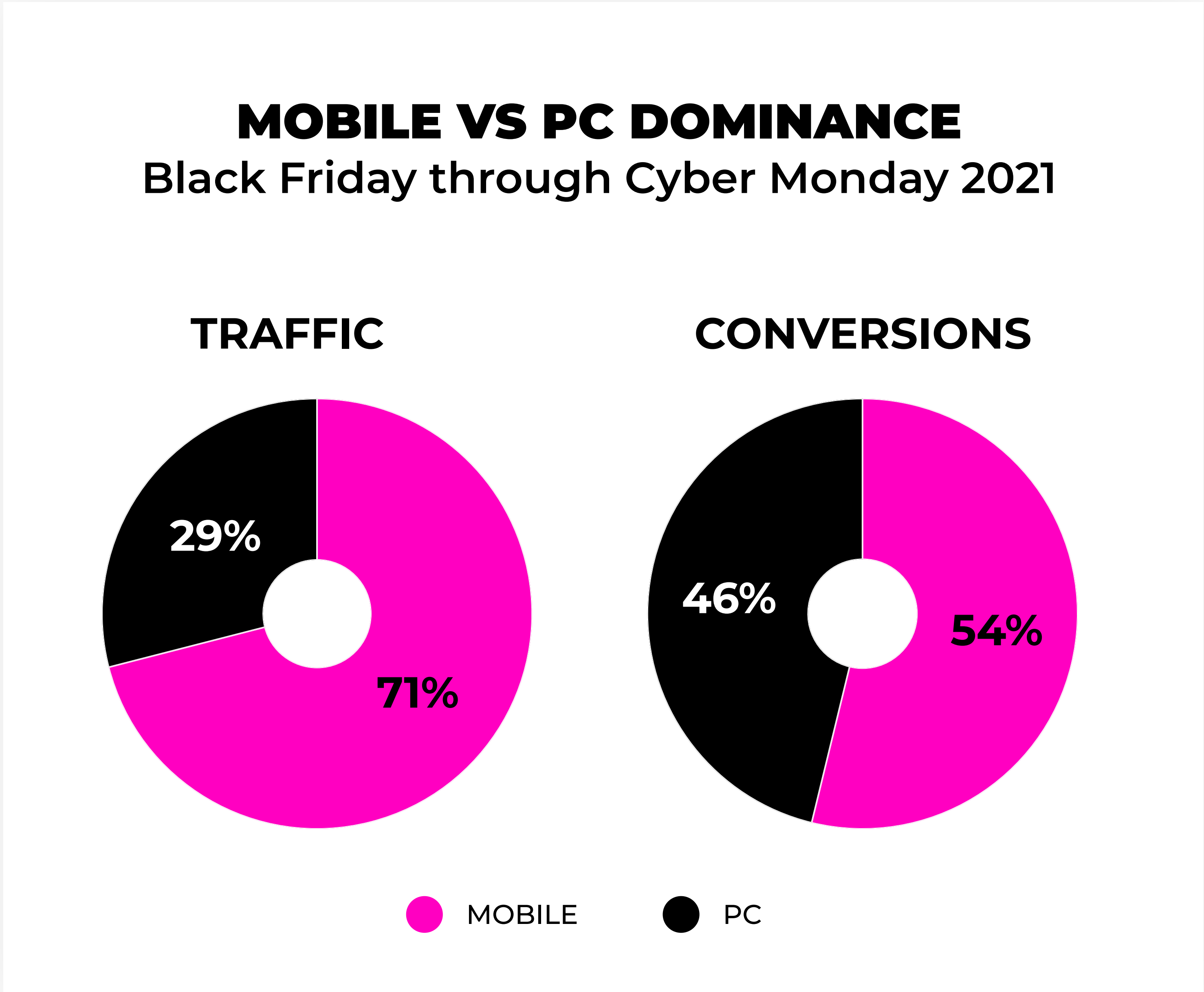
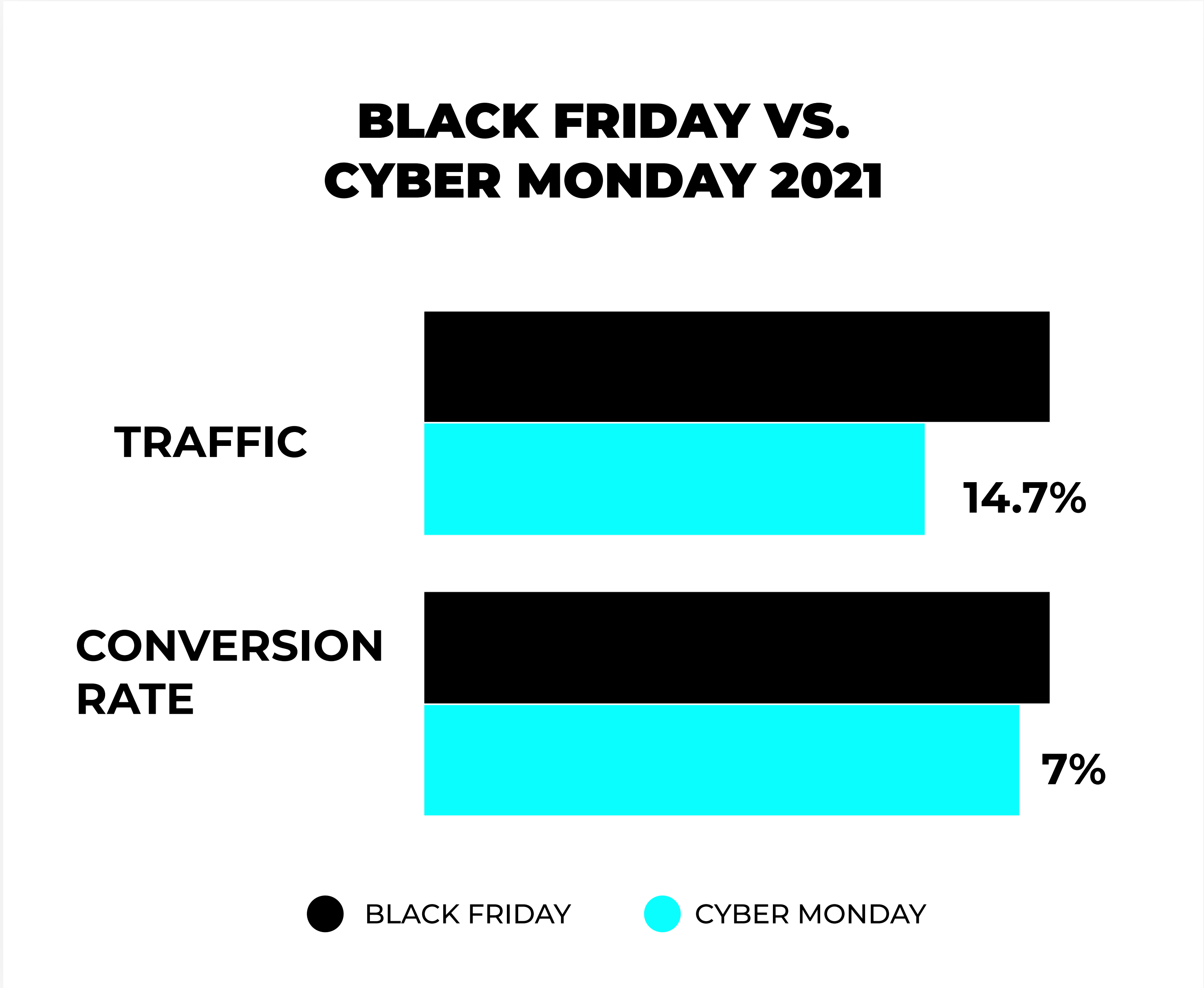
HERE’S THE **DARK SIDE** OF BLACK FRIDAY

All the Black Friday hype fuels the notion that every offer is worth queuing for. Unfortunately, not all of them are. While most stores have legit deals, some dress up their usual prices with a bit of Black Friday finery.

Consumers are aware that not all items are at their lowest price and that some could reduce more as the festive season gets closer. Quality is another issue. Some products are cheaper on Black Friday than they are the rest of the year purely because companies want them off their shelves. As a smart shopper bent on avoiding raw deals, you would do historic price checks and compare products from different stores to ascertain you’re getting real value before your spree. Consumers typically start researching Black Friday deals weeks in advance. By the time the day comes, at least 48% already know what to buy¹.

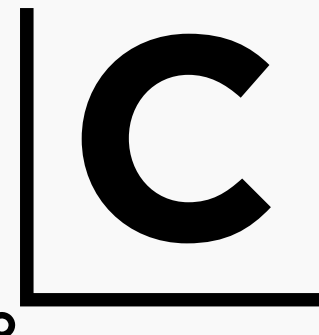
As a sceptic, you might not participate at all, and you wouldn’t be alone. Anti-Black Friday sentiment is real. In 2021, only a third of consumers planned to participate in Black Friday².

But let’s face it. We’re all on the hunt for savings. Times are tough. If you can get what you want at a discount or more for less, why not?



GOOD DEALS ARE BIG BENEFITS

Getting great deals is the obvious benefit of shopping on Black Friday. 66% is the average discount available to US Shoppers on Black Friday, with possible average savings of \$1094 per shopper³. That’s big for the average consumer who needs clothing, shoes, groceries, electronics, and home appliances but also wants more for their bucks.



¹ <https://black-friday.global/en-us/>
² <https://www.finder.com/uk/black-friday-statistics>
³ <https://black-friday.global/en-us/>

For businesses, Black Friday can be one of the most profitable days of the year. It comes when people are primed for bargains. Late November is a fetching time to kick start festive season sales with enticing discounts on pretty much everything. Holidays are on the horizon and people are prepped to spend.

Eager shoppers fuel rampant demand and with this comes an opportunity for businesses to grow traffic and exposure. Some people count the days to Black Friday, and they're prepared for a spree. Shrewd brands capitalise on this inflamed intent to spend with discounts that entice buying while shoppers are in the zone. And, if you focus on creating the best experience while they're there, you can cement an expanded base of customers who will return for more.

On average, shoppers will spend over \$500 (or £315) during the weekend, primarily on clothes, electronics and shoes.

Globally, consumers often get the day or time off work to shop. Online shopping intensity is at its peak between 9 am and 7 pm, with most using their desktops to buy. Data shows 2.5% year-on-year increase in total sales representing \$209.7 billion, so the opportunity is obvious.

What business doesn't get a rush from heightened attention, watching stock fly off their shelves and a fat load of website traffic?

That's the good side. There's a dark side for sellers too.

THE PLAYING FIELD ISN'T LEVEL

Black Friday is a craze and the thing about crazes is that the bigger they get, the harder it is to get a healthy slice of them. Competition is tight and airtime tighter. Big brands go all out for Big Friday gold. Because they buy in big volumes, they can afford to offer big discounts. Smaller businesses simply don't have the buying power and battle to match them, making it difficult for them to compete on Black Friday which is entirely based on price slicing.

On average, it'll take a discount of 52% to entice consumers to make a purchase. Offering products at massive discounts could quite easily sink a small business. Margins aside, Black Friday can also put pressure on people, inventory, and tech.

Yes, the big guys plan early and can afford to chop prices heavily. That doesn't mean small brands can't ride the wave.

Marketed, planned, and managed well, Black Friday offers leverage to grow business and make money through increased traffic and sales; new customer acquisitions, incremental sales growth, higher brand awareness, and by clearing out old or slow-moving stock. That's why 76% of brands across the globe want some of the action⁸.

We acknowledge that Black Friday can be a boon for business but it's not for every business. If you're not sure whether you want a piece of it, this ebook gives you the good, the bad and the ugly of Black Friday – straight up. **Weigh the pros and cons and decide if Black Friday could be a win or woe for your business.**

⁴ <https://black-friday.global/en-us/>

⁵ <https://trends.google.com/trends/explore?date=2018-11-19%202018-11-25&geo=ZA&q=%2Fm%2F0200gn>

⁶ <https://black-friday.global/en-za/>

⁷ <https://www.itnewsafrika.com/2021/12/how-sas-e-commerce-market-is-maturing-according-to-black-friday-data/>

⁸ <https://www.salecycle.com/blog/strategies/pros-cons-black-friday-cyber-monday-retailers/>

Your Black Friday Roadmap

Black Friday can be downright chaotic with shoppers rushing for deals. What you should know is that almost half of them know what they are going to buy before the day comes. They’ve got a plan. You need one too. We’ve seen a lot of mistakes being made on Black Friday and leading up to it. Not having a plan, trust us, is a biggie. Here’s a Black Friday Roadmap. Start plotting.



PHASE 01

15 October - 6 weeks / 40 days before

1. **Start planning** your deals. You might not be able to chop prices heavily like the big guys. Get creative with value-added bundles with a small discount to spruce your deal. If you ran a promo last year, take the insights from that. If not, look at what your competitors did.
2. **Take stock.** This is important. The Black Friday onslaught can put pressure on inventory. Replenish your warehouse and shelves to meet demand on the day.
3. **Plan your content** to catch consumers in the scoping stage. Remember, they start their research early.



PHASE 02

1 November - 4 weeks / 25 days before

1. **Get your content wrapped and ready to go.** Use your website. You own it. Every social post and digital ad will point to it. Existing and previous customers are where you start mining first with nurture and remarketing campaigns. Email marketing is still one of the best channels to promote your deals. Over 25% of Black Friday sales begin with an email¹.
2. **Plan and schedule your advertising.** Acquisition costs will start to climb the closer Black Friday comes.
3. **Recheck your inventory.** Create a contingency plan if there’s any danger that you won’t have the supply to meet demand.

Your Black Friday Roadmap



PHASE 03

5 November - 3.5 weeks / 20 days before

- 1. **Target your subscribers.** They're already yours. Sweat your customer database to upsell, cross-sell and entice with exclusive deals. Targeted emails have higher open rates and lead to a quarter of Black Friday sales.
- 2. **Test your promos.** Short, flash sales in the run-up to Black Friday are a way to experiment. Immediate analytics is the pure joy of digital marketing. You can pivot if you must.



PHASE 04

10 November - 2 weeks / 15 days before

- 1. **Optimise your digital presence.** Omnipresent is what you want to be. On average, shoppers use eight different channels to engage with brands². Your SEO, product descriptions and imagery must be fine tuned to be easy to find and easy to absorb.

This is when you test your website: its mobile-friendliness, speed, its responsiveness, and its capacity to handle more traffic and transactions. **Over 50% of digital orders will come from mobile devices³.** Confusing, slow, or non-functioning payment pages are the biggest reason why shoppers abandon their carts.

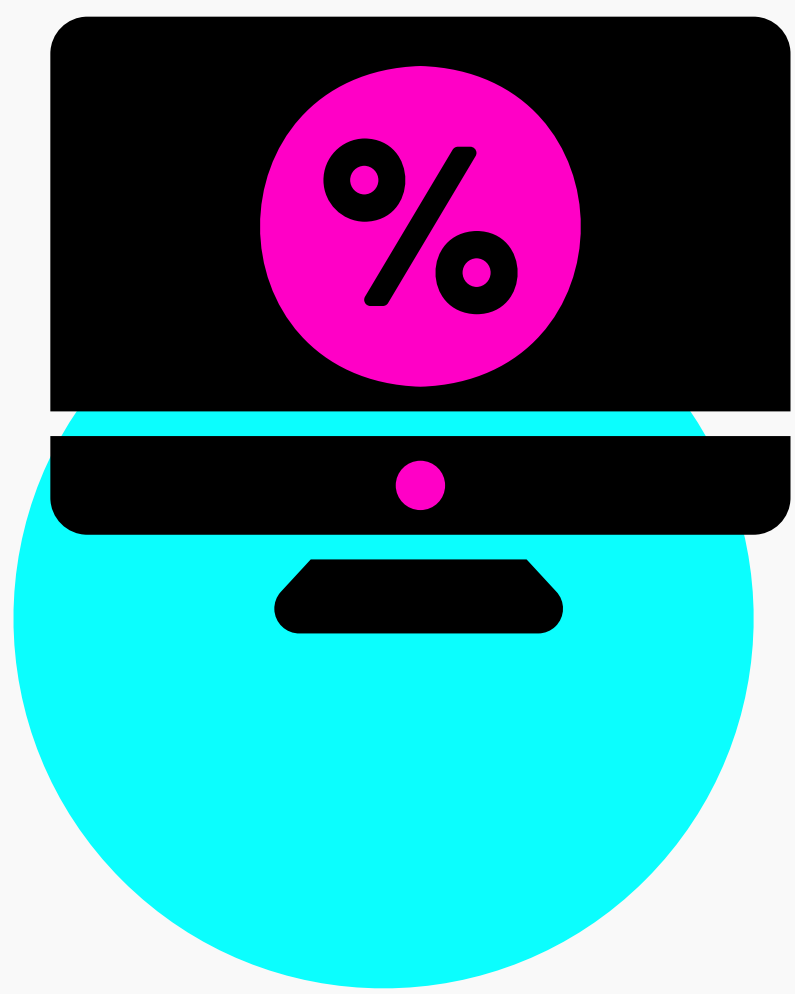


PHASE 05

25 - 27 November - **BLACK FRIDAY**
+ **Black Friday weekend**

Sweat your marketing channels, especially social media, and email. Hit hard on immediacy, scarcity, and exclusivity. Yes, you are competing for airtime, but you get none if you're not there. Remember omnipresence. This is when 68% of consumers pay attention to messages from brands⁴.

Sell. Sell. Sell.



PHASE 06

30 November - **CYBER MONDAY**

Don't stop what you're doing. Cyber Monday is by far the biggest online shopping day of the year – an extension of Black Friday and a massive opportunity for eCommerce. Many consumers deliberately delay shopping until Cyber Monday to bag heftier discounts. Most sales are generated from paid search ads as they search with the intent to buy rather than just browse.

Sell. Sell. Sell



PHASE 07

The after party

Don't drop the ball on follow-ups. New customer acquisition is a big win of Black Friday. Your goal now is to keep them. Reengage, acknowledge, and nurture with personalised direct communication.

Don't skip the debriefing either. Analyse the results of your Black Friday campaign and consolidate your learnings for next year.

02.



Black Friday – Myths versus Reality

Hard Truths for Businesses

MYTH – BIG BUSINESS GUARANTEED

There's no doubt Black Friday is big for business. Sales on the day typically increase by close to **2000%** compared to normal days¹. All the major players are in the mix, slashing prices to get sales. For smaller businesses and side hustlers, fat discounts are hard to copy and put a squeeze on profit margins.

MYTH – ANY DEAL IS GOOD

Consumers have **high expectations** of huge discounts, which puts small businesses under pressure. A big deal for customers could be a raw one for you. Plan your offers carefully to make sense for your customers and your business.

REALITY – THERE'S LIFE AFTER BLACK FRIDAY

Selling out on Black Friday means no stock for future sales, which will impact revenue and customer happiness. **Analyse the potential** impact of moving unusually high volumes of stock.

Hard Truths for Businesses

MYTH – YOU CAN RIDE ON THE HYPE

Yes, you can to an extent. But your Black Friday deals are amongst millions from everyone else who knows that it's an **opportune time to drive traffic**, sales, awareness, revenue, and customer acquisition. There's a technique to avoid drowning.

REALITY – CONSUMERS ARE SAVVY

They will **bide their time** in anticipation of discounts and deals, pausing shopping until the Black Friday weekend. Sales and footfall could take a dive, slowing down business in the lead-up. Anticipate some quiet time before and after Black Friday.

MYTH – EVERYBODY LOVES BLACK FRIDAY

Black Friday sentiment is prickly, with scepticism over the transparency and the real value of deals. There are concerns about overspending that busts household budgets and surveys have shown Black Friday buyer's remorse is common. **One out of three people won't participate.**

REALITY – COMPETITION IS FIERCE

Competition for airtime and eyeballs is tight. Expect a ton of Black Friday clutter to cut through, especially from big brands with big marketing budgets. Black Friday messaging on social media exploded by **175%** in 2019². Targeting and personalisation are your way through.

Cold Facts for Consumers

MYTH – YOU’VE GOT A DEAL

Not all deals are real discounts but rather adjusted prices behind Black Friday shades. Don’t believe unbelievably low prices. There’s a reason. Slick brands use Black Friday to shift unpopular and sometimes inferior quality products.

REALITY – YOU SAVE NOTHING BY OVERSPENDING

The sense of urgency and immediacy of Black Friday deals turns shoppers blind to overspending on goods they don’t need in the chase for a saving. People take months to pay off Black Friday debt.

There is no saving in debt.

REALITY – PROCEED WITH CAUTION

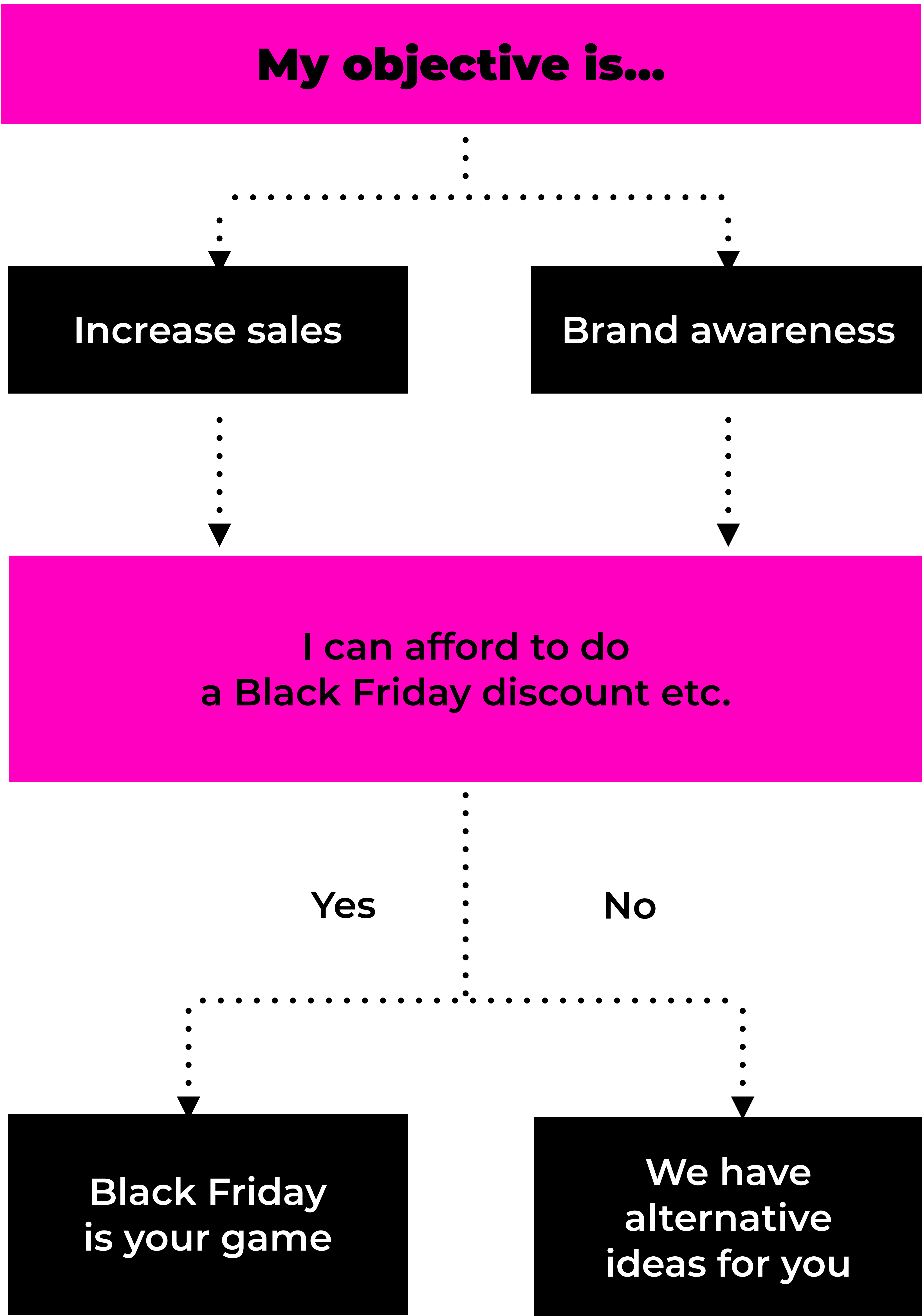
Savvy shoppers compare prices and deals on products before they dive in. To avoid overspending on goods that they will regret, **separate the hype from reality** and be cautious of credit options, fake products, and too-good-to-be-true deals.

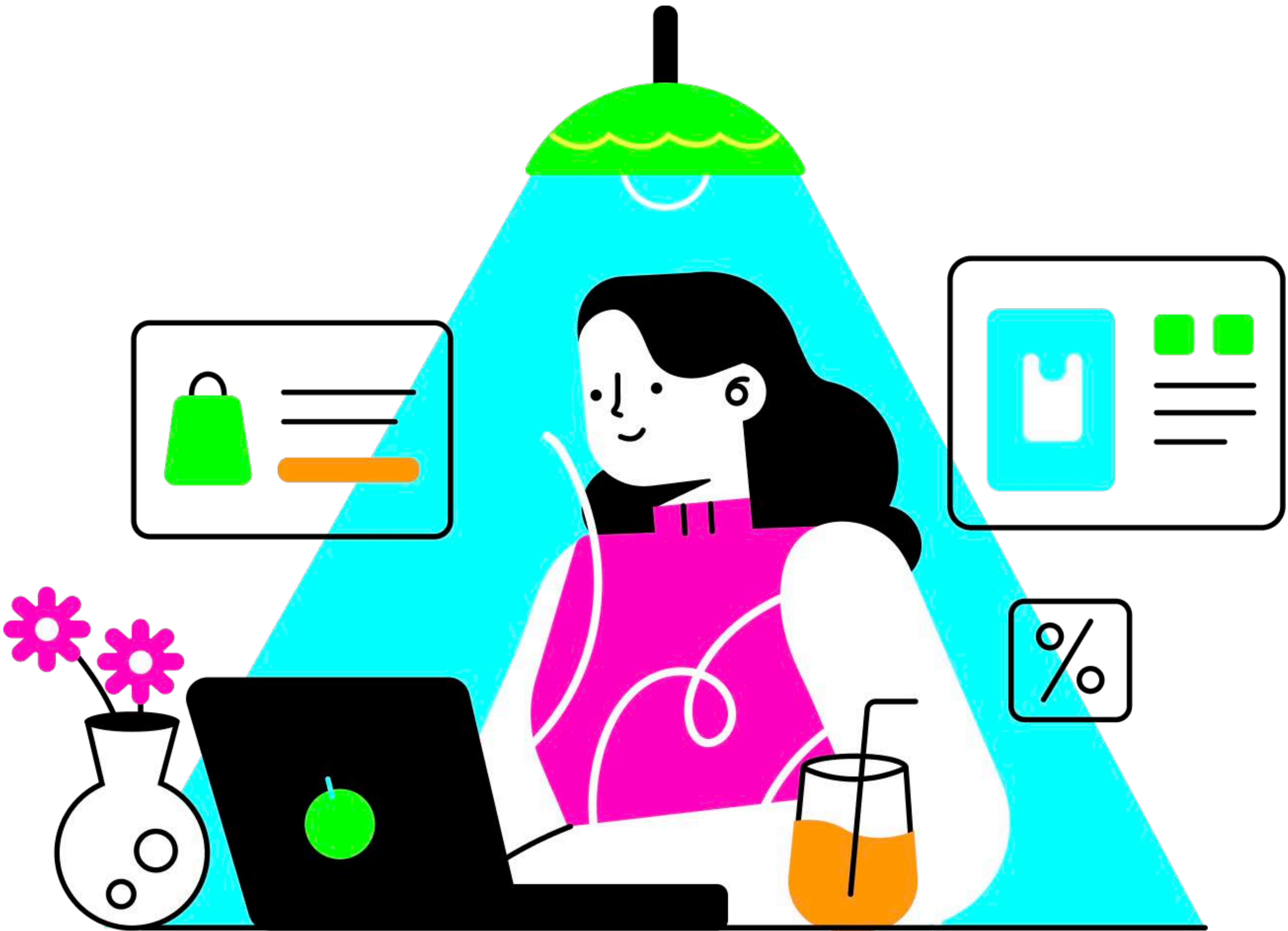
SUMMARY

Black Friday is an opportune time for buying and selling. Black Friday gives leverage to make money and grow business. Small brands should carefully consider their unit economics and **have a strategy that serves their business**. While there are Black Friday deals aplenty, there may be strings attached for shoppers. These are tightly linked to purse strings which should be loosened with care and caution.

“ I approximated the Black Friday experience at home by hurling myself into a wall a number of times and then ordering online ”

// KUMAIL NANJIANI

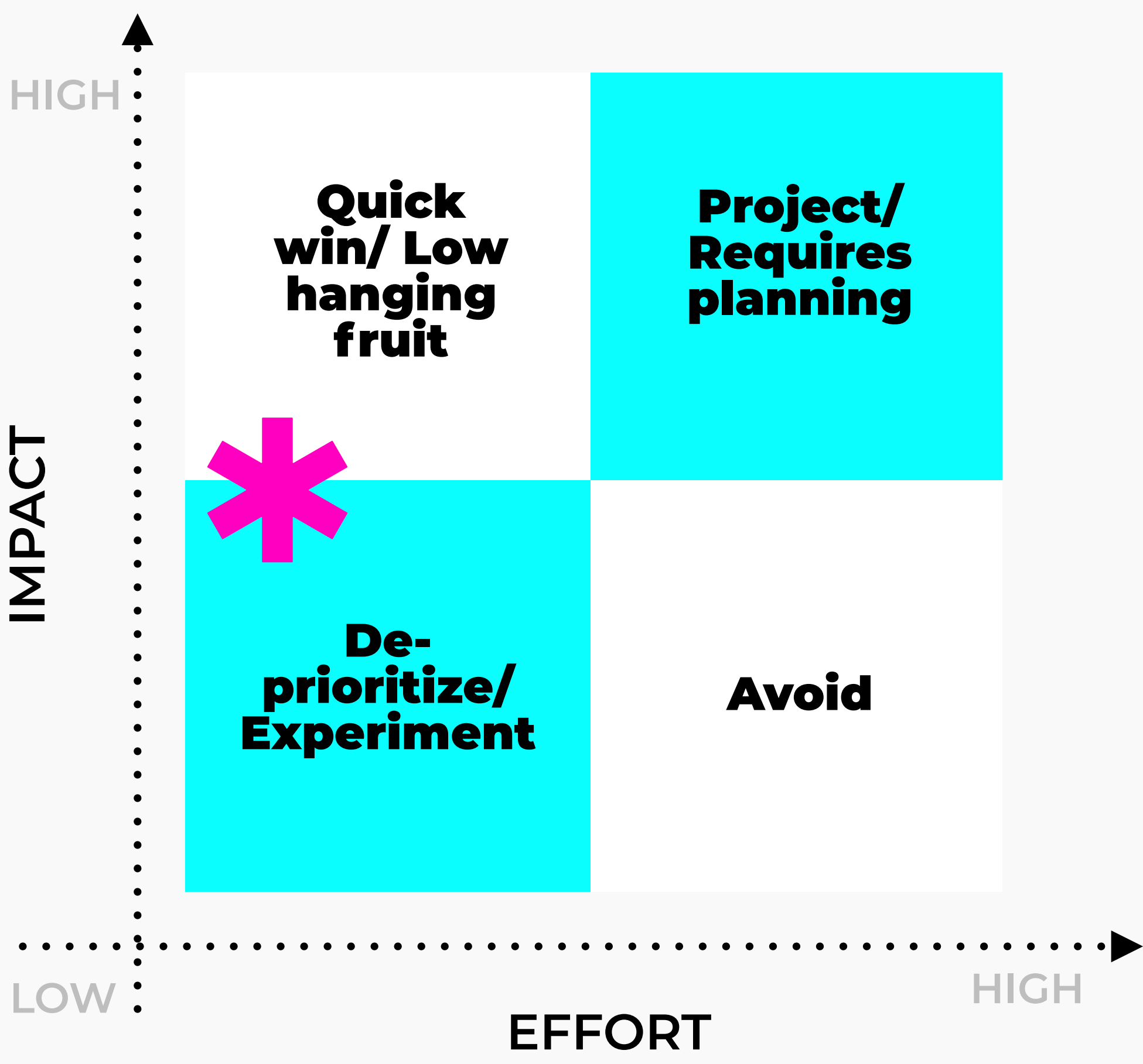




The Pro Black Friday-ers

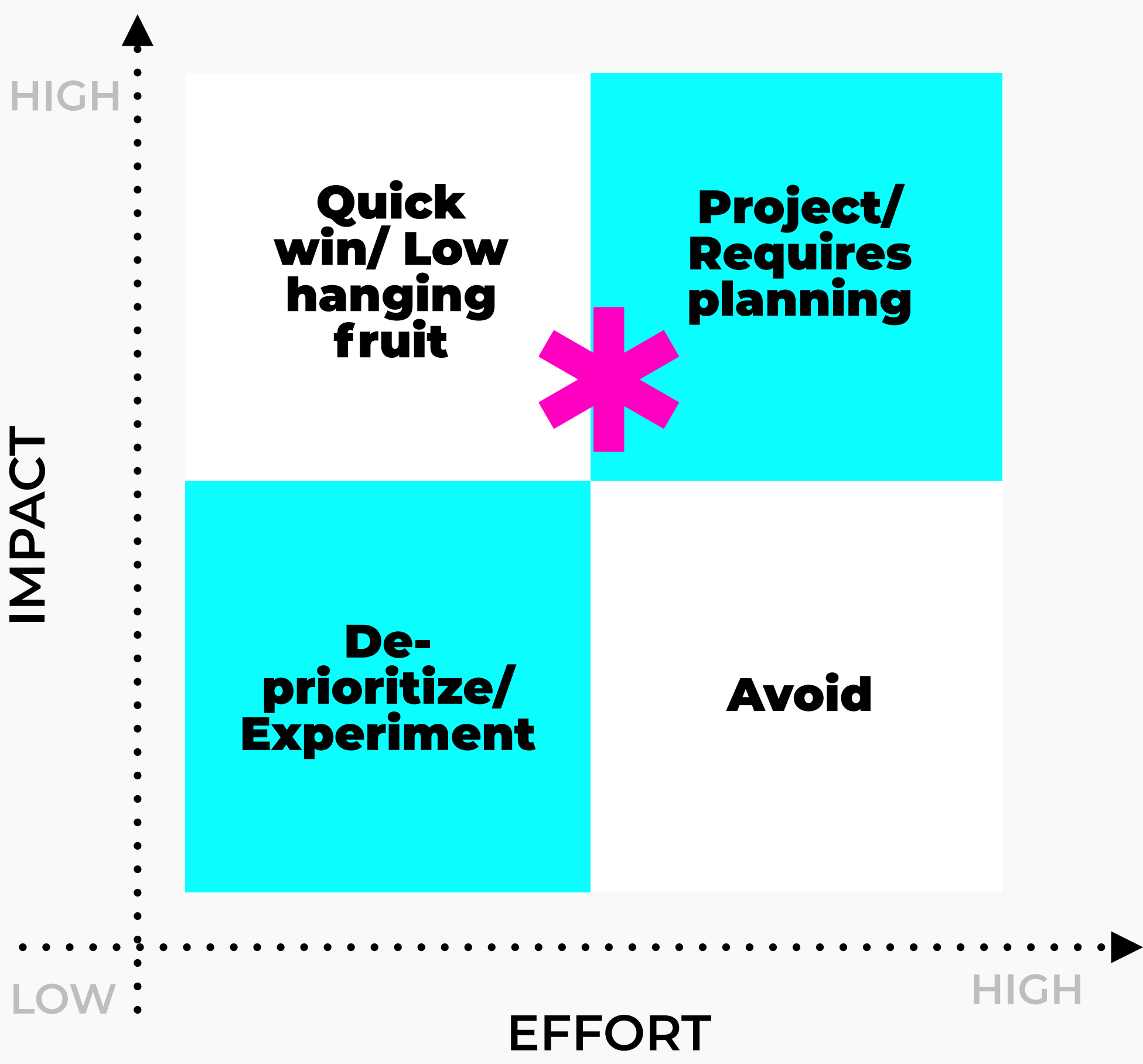
Here are some ideas...

THE MORE THE MERRIER



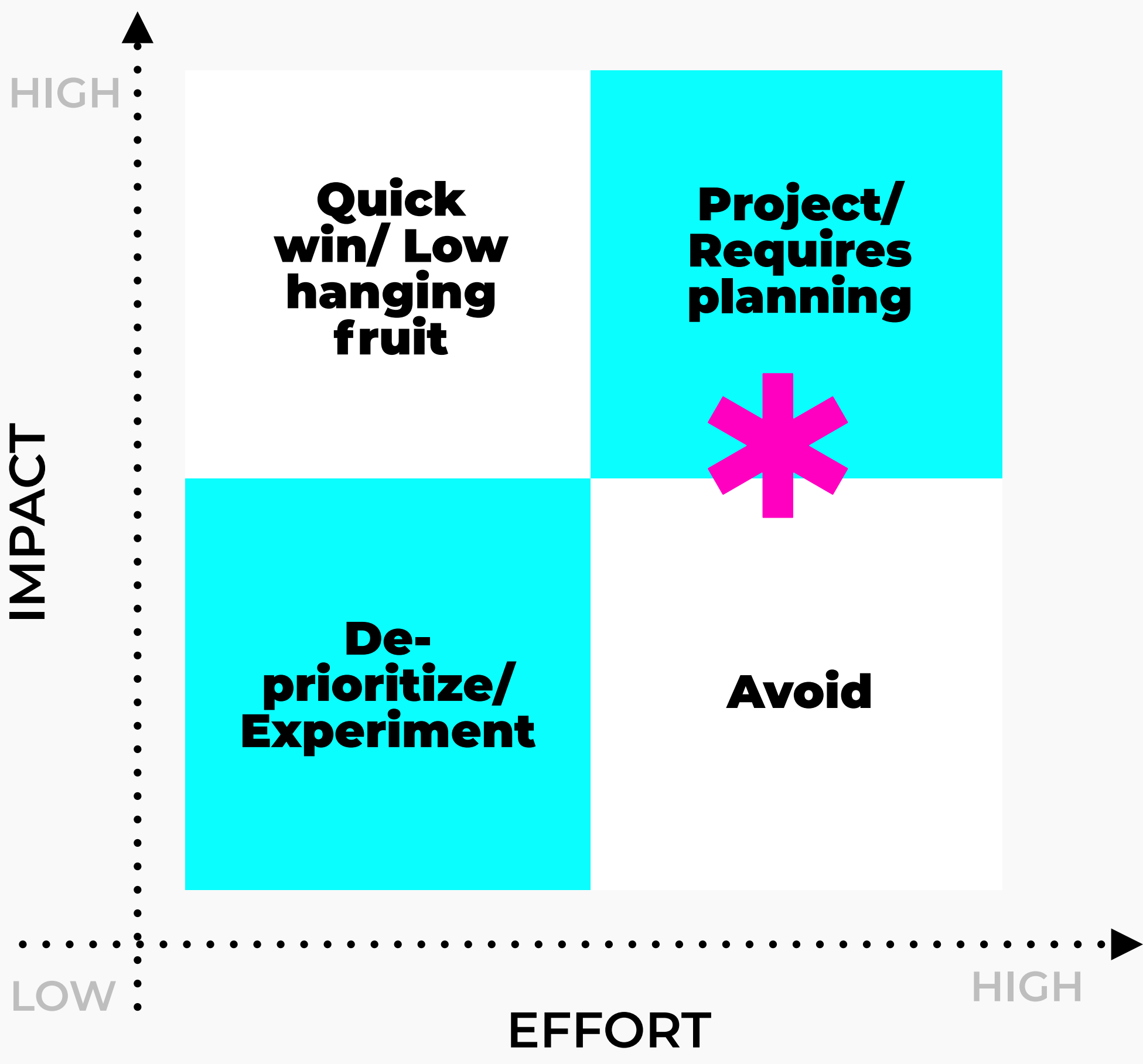
The Site-Wide Discount

- A site-wide discount, as its name suggests, is a flat percentage or money-off discount on all – or most – of the products across your website. They’re easy to apply and easy for customers to understand, making them successful at driving sales volumes site-wide.
- **Win:** Create urgency by starting with a 50% discount on everything within the first hour and decreasing the percentage discount over the next few hours. It inspires immediate action.
- **Lose:** The problem with blanket site-wide discounts is they may not drive continued interest and might not entice your customers to buy more. Profit margins could hurt on products you can’t really afford to discount at the same flat rate as others. Be cautious.



The Tiered Discount

- A tiered discount looks like this: Get this % off when you spend this \$ or more. It allows you to structure your offers so that customers are motivated to spend more to save more. Quite simple.
- **Win:** By offering a bigger discount based on quantity or cart value, you get extra breathing space on profit margins for each order.
- **Lose:** The trick to getting tiered discount offers right is knowing the price points and discount values to which you can stoop to make it worthwhile for customers to spend more without eating your profit.



The Buy Now, Pay Later Deal

- Self-explanatory, Buy Now, Pay Later (BNPL) offers let people buy what they want with the flexibility to pay in instalments but without expensive interest. Consumers love this.
- **Win:** Average transaction values are ultimately higher compared to standard pay upfront transactions because buyers have some leeway to invest in higher-priced options even if they don’t have the whole amount to lay out.
- **Lose:** What you should know is that, like accepting credit cards, you will pay a fee – or a lot of fees – to your BNPL provider to complete a sale.

THE MORE THE MERRIER

“ It’s all well and good to create a sales strategy or promotional offer, but if it’s devoid of any deeper strategy or just isn’t enough to entice your visitors through the door and toward purchases, it’s going to fall flat. ”

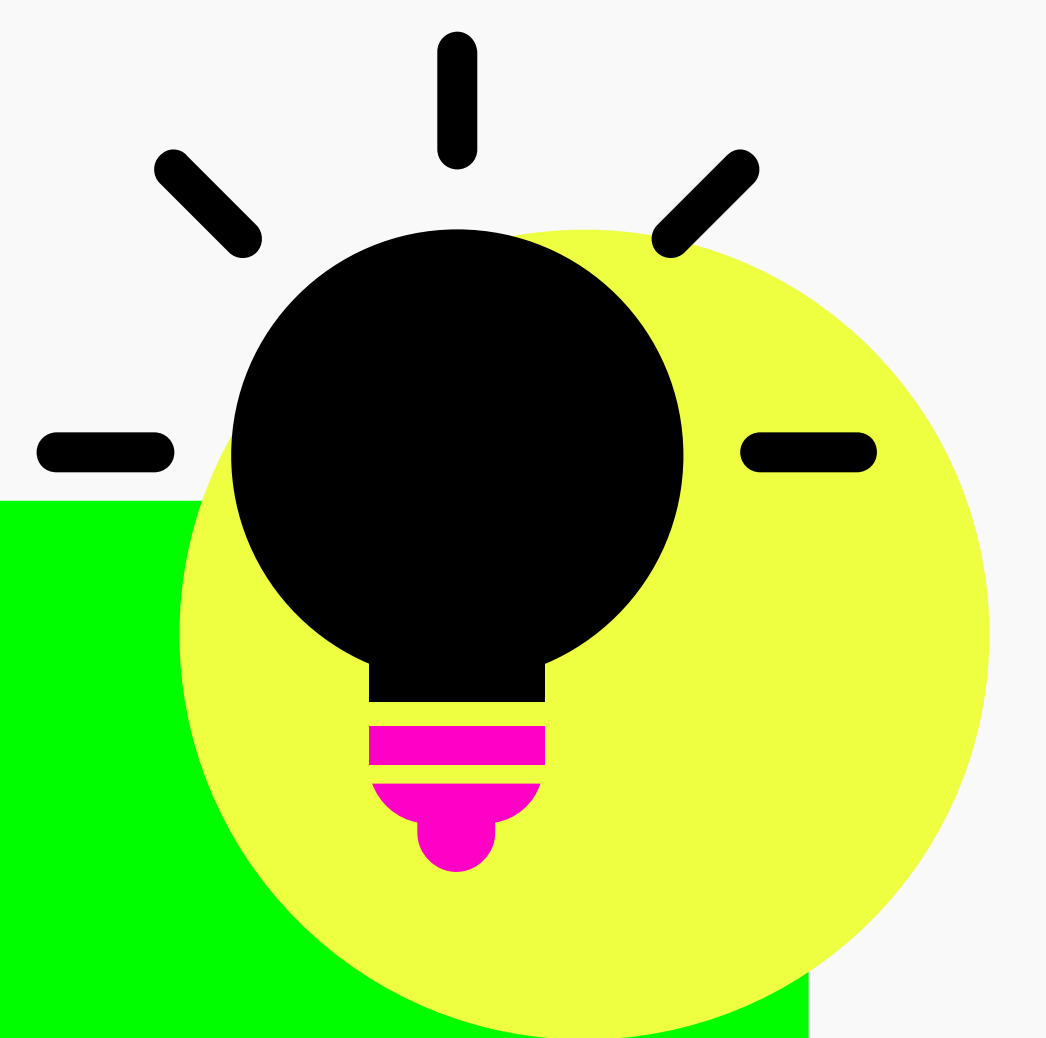
// GARY NEALON

HERE’S WHY THESE STRATEGIES WORK

- They pop time sensitivity into the customer journey to inspire action now to avoid losing out.
- Customers have greater flexibility to choose from a selection of products instead of being ring-fenced. It ups the customer value and happiness factor, which entices them to come back.
- They’re unconfusing and simple to understand for customers. There’s no grappling with decisions over bundling products to qualify for deals. This helps to lower cart abandonment rates.

QUICK TIP

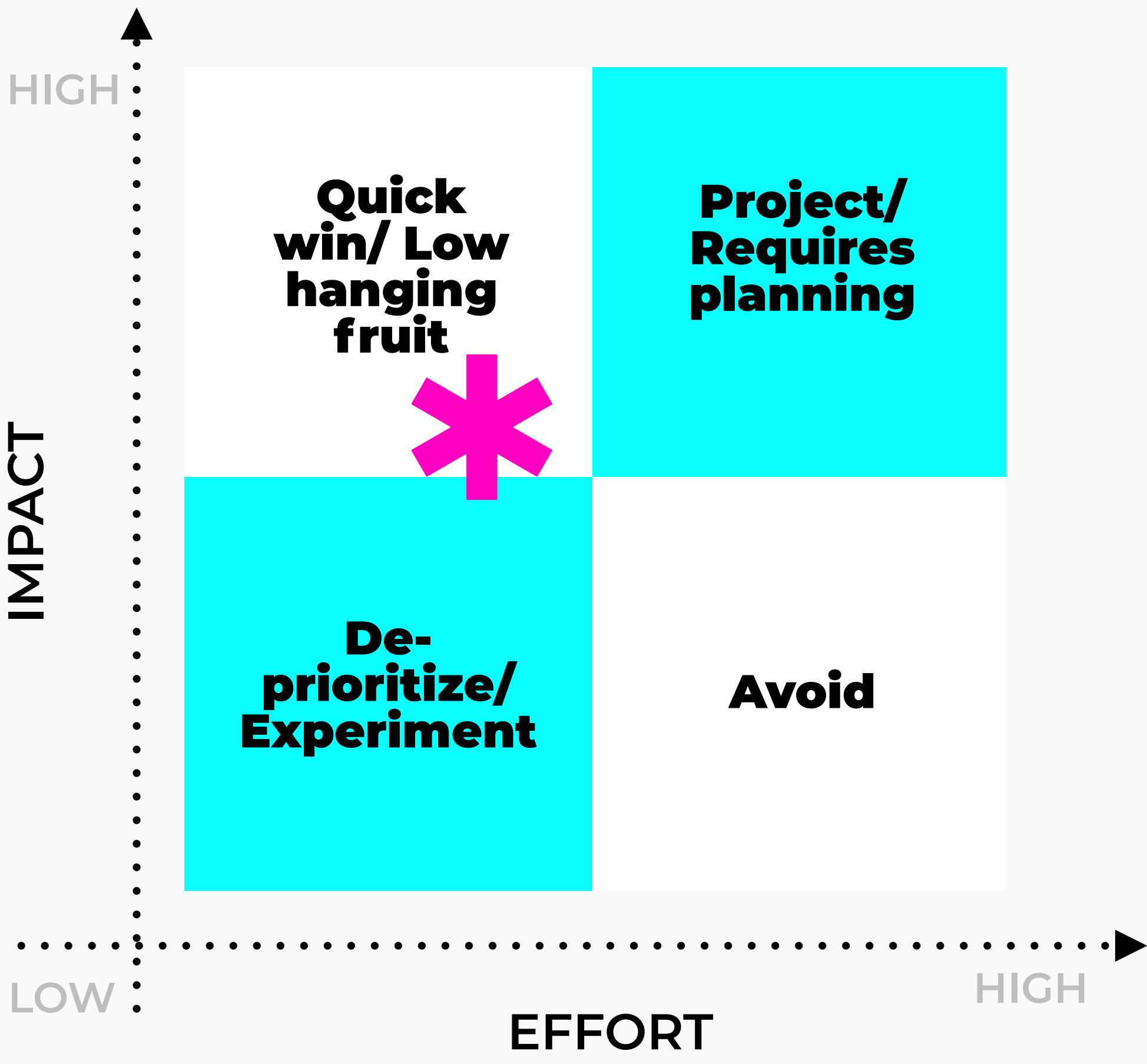
Site-wide discounts are the most popular and easiest to implement. Tiered Discounts and Buy Now Pay Later strategies are usually more profitable for smaller businesses when correctly executed.



GET YOUR NAME OUT THERE

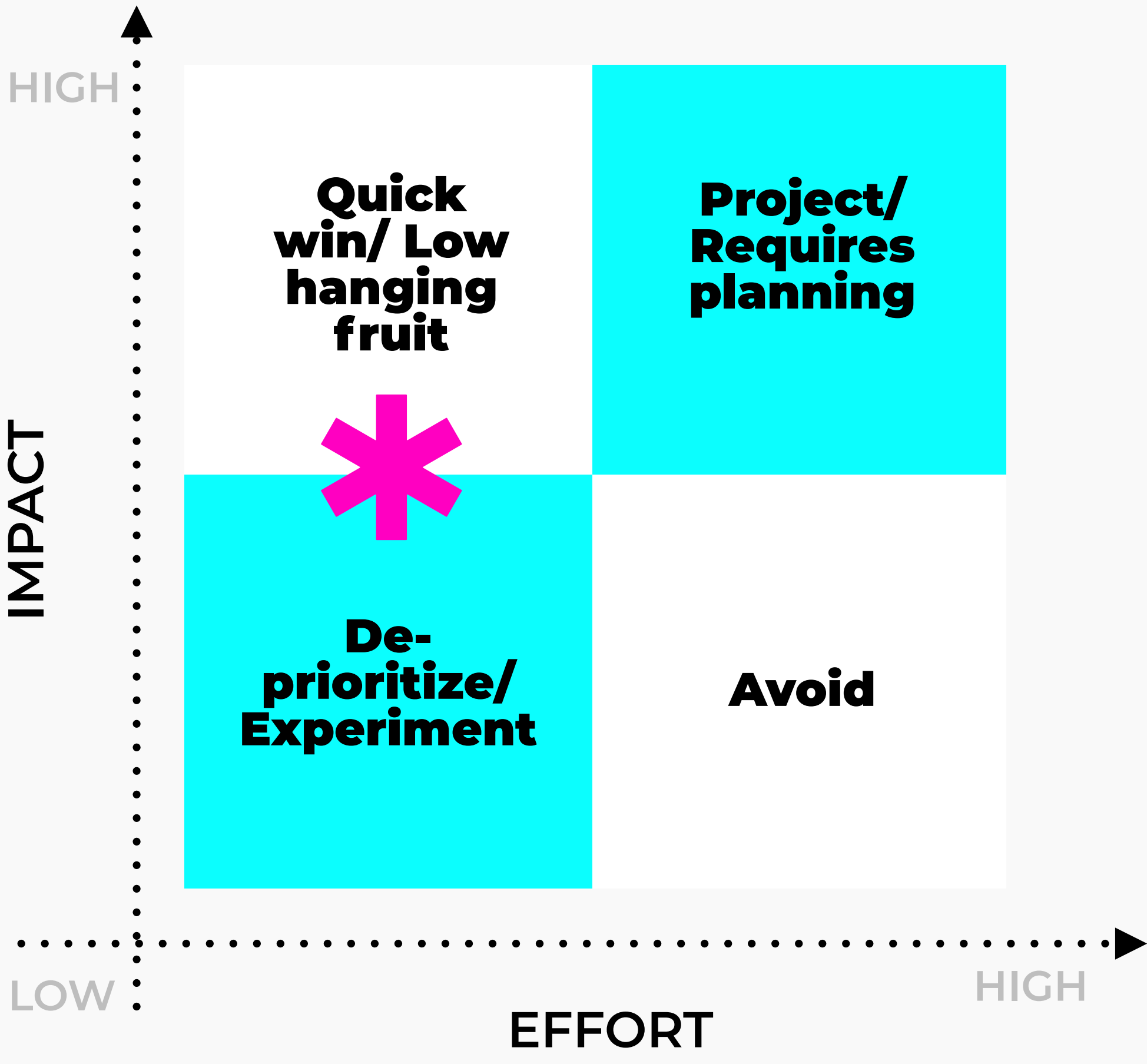
Create a Gift Guide

- Think beyond the Black Friday discount to offer value to consumers. Of the 4.33 billion people on social media, 27% are looking for inspiration for things to do or buy, and 26.5% actively looking for products to purchase¹. They are fresh out of ideas and want some.
- Shoppers looking for gift ideas like to look at guides for inspiration. Their searches almost always start online.
- Deliver ideas in an online, mobile-friendly gift guide and in curated gift collections on your website. Original product descriptions, some clever SEO stuff, and quality imagery will let your gift ideas shine in online searches.



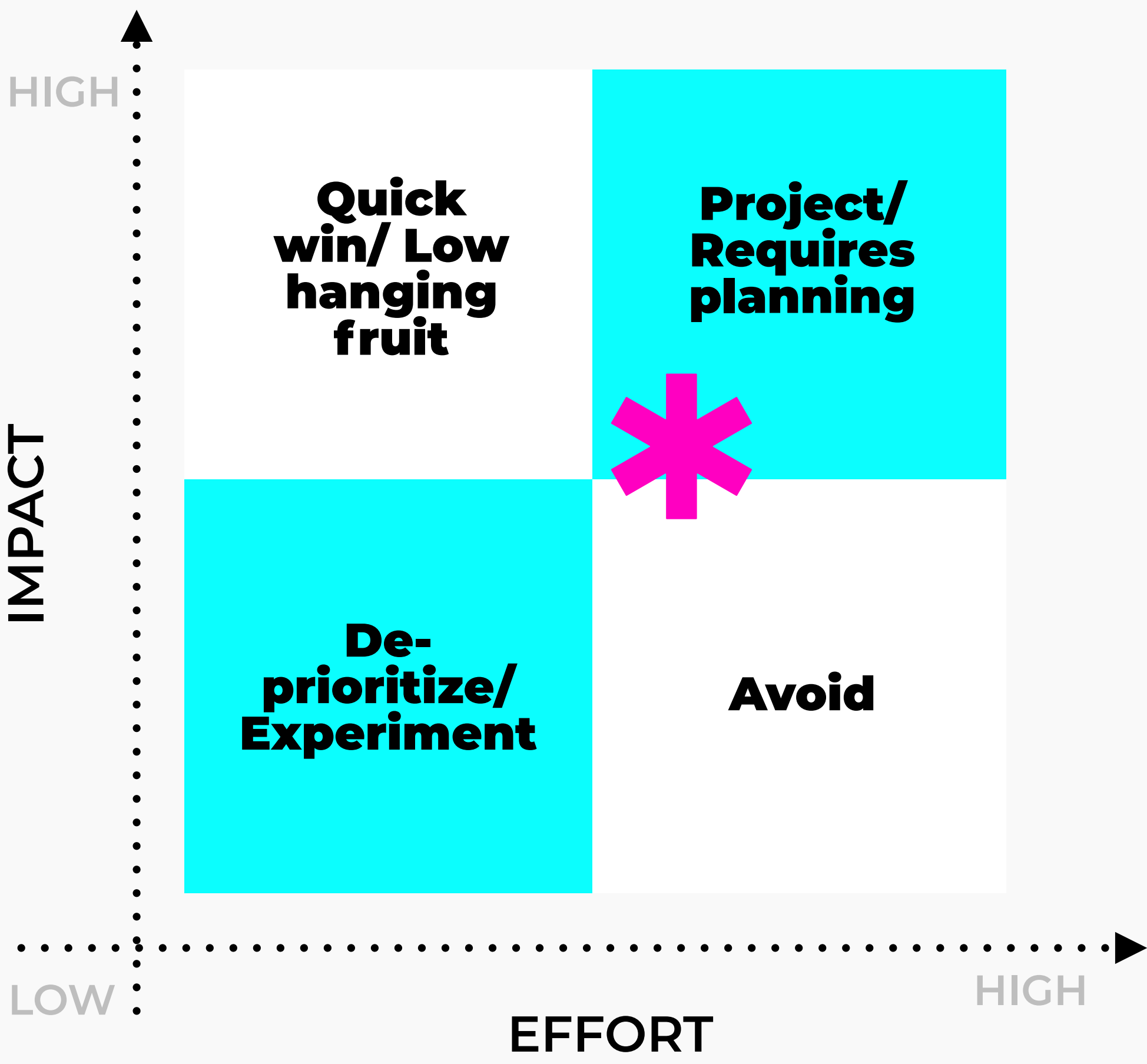
Launch a Social Competition

- Everyone loves free stuff. For small businesses, running a Black Friday giveaway on social media can attract more eyes and generate more excitement than a discount.
- Offer an enticing prize in exchange for likes and shares to win brand visibility and extra engagement.
- Social media giveaways are a cost-effective way to promote your products, drive traffic to your website and grow your audience.



Sneak Peek

- People love being part of the inside scoop. Inspire curiosity and build intrigue with sneak peeks of your Black Friday deals, discounts, gift guides, and giveaways.
- Use your social media and email marketing for staged reveals about new product launches and early bird or VIP access to Black Friday promos to stir excitement.



GET YOUR NAME OUT THERE

“ Advertising may be described as the science of arresting the human intelligence long enough to get money from it. ”

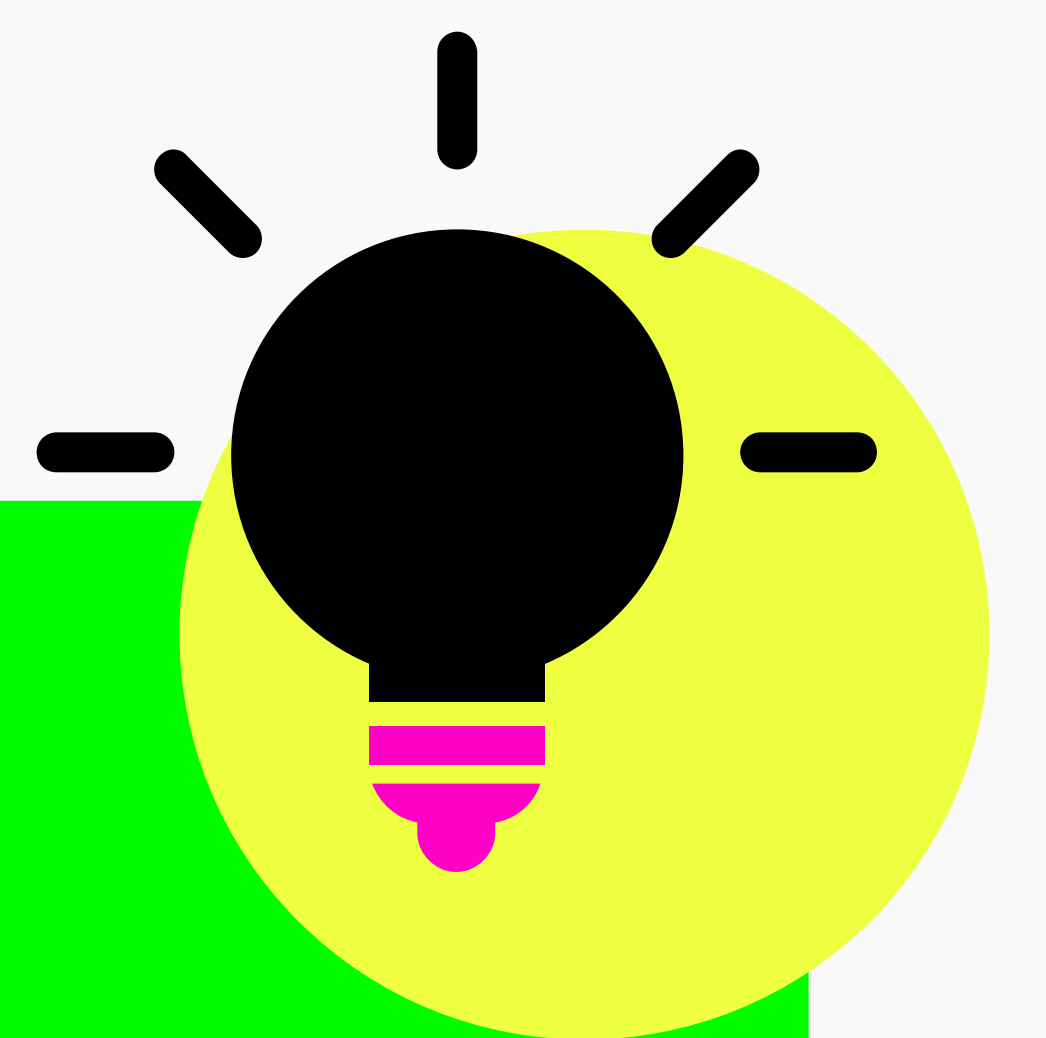
// STEPHEN LEACOCK

SUMMARY

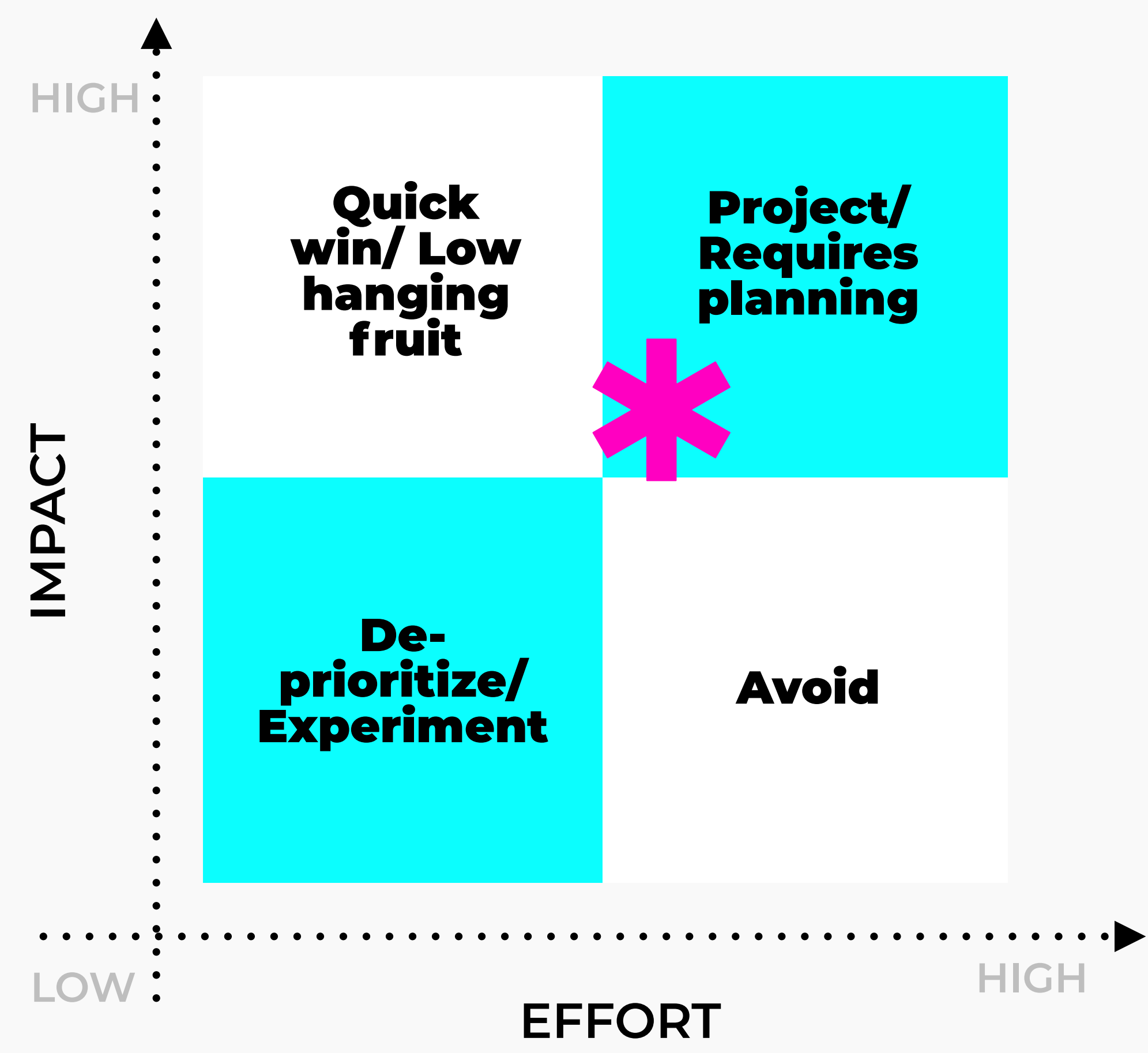
- Sweat your social media and email marketing to create excitement and a sense of urgency about your Black Friday promotion. Reveal tidbits in stages to keep your followers watching for more.
- Balance the hard selling with helpful gift guides and categorised collections that offer inspiration and add value. Your customers and followers will appreciate the no-strings-attached approach.
- There is a lot to be gained from giving away. People love competitions, giveaways, and free gifts which are great incentives for people to participate, return, and order more.

QUICK TIP

Stop making it difficult for someone to make a purchase. What might appear seamless to a Developer or Marketer may not be so easy to the potential buyer. Make sure to test and refine the entire purchase process on different people before imposing it on potential customers.

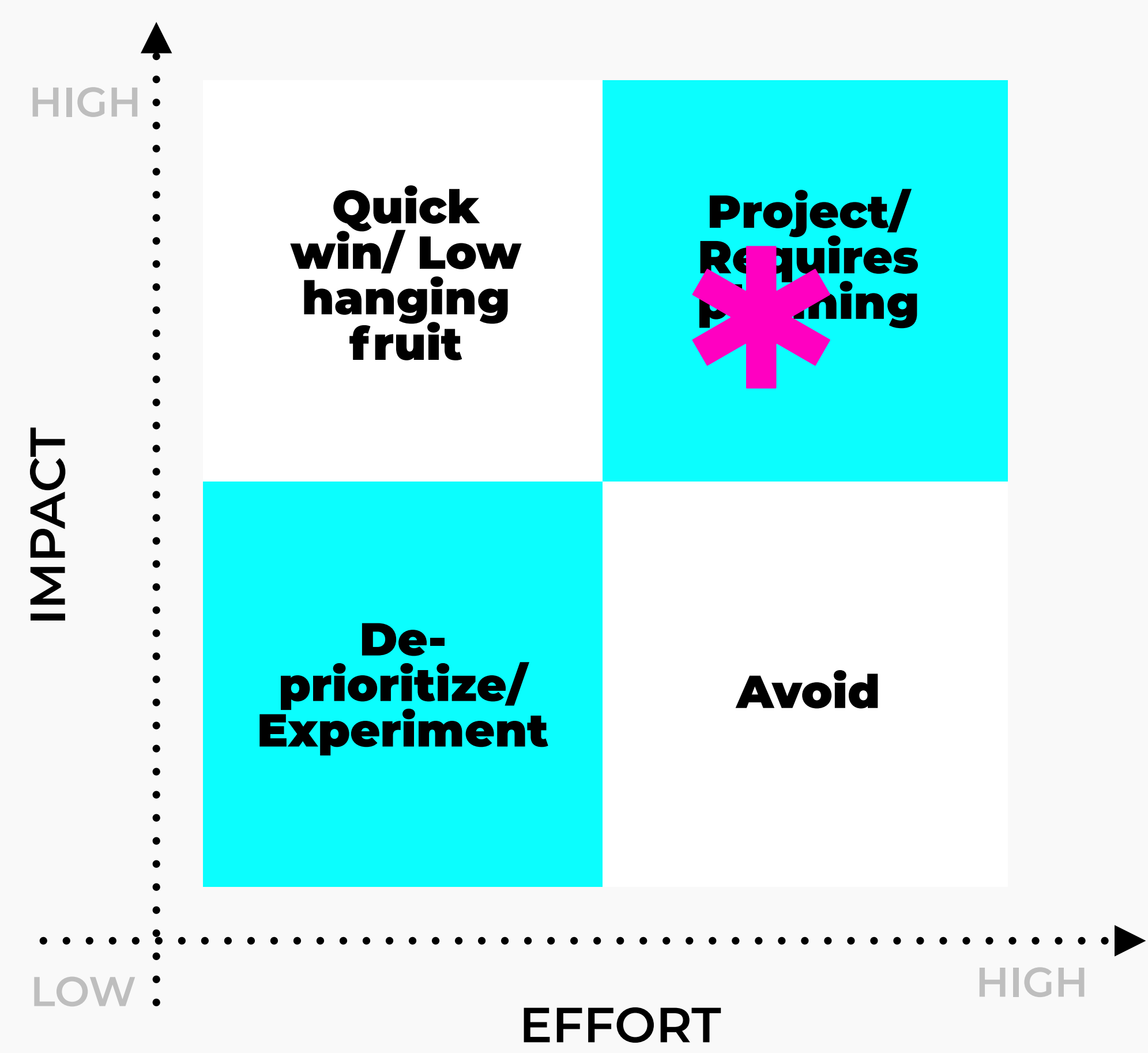


BREAK THE BARRIERS TO PURCHASE



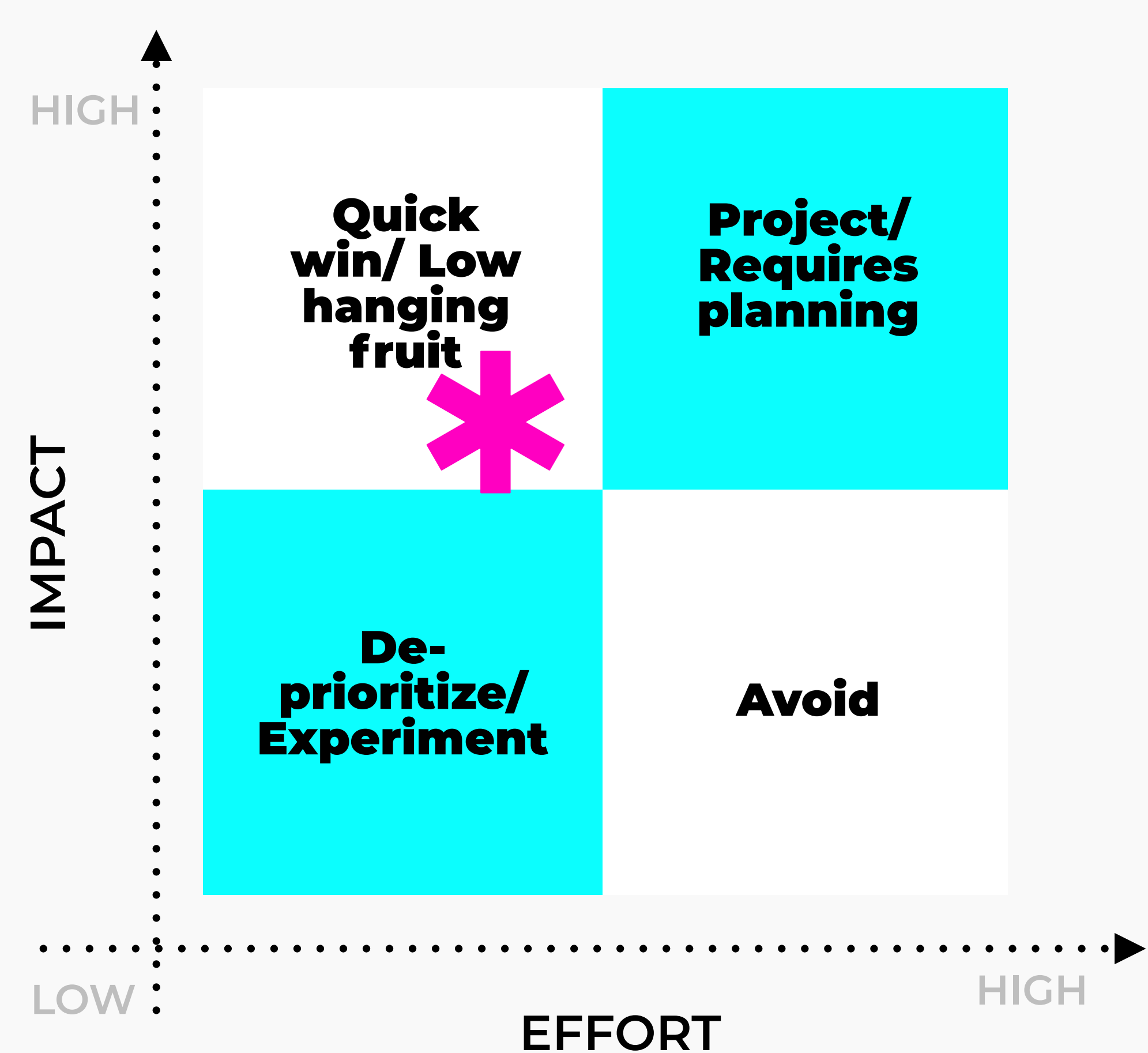
Surprise and Delight

- Scientists have shown that our brains respond more strongly to pleasures that are unanticipated. Simply put, people love pleasant surprises.
- Add the element of surprise to your customer’s journey with your brand on Black Friday. Surprise them with mystery savings, coupons, or free shipping at checkout.
- Conversion rates go up and cart abandonment goes down when savings, coupons and other delights are automatically applied at checkout.



Make It a Game

- Games with goals that offer incentives tap into the human instinct to compete and repeat. Using gamification, promotions become a game that calls people back and leads them towards a sale.
- It involves game design elements and mechanics to non-game environments like your website and social media community. Think scavenger hunts, spin-the-wheel contests, quizzes, and quests.
- Gamification is so effective that it’s been shown to grow customer acquisitions by as much as 700%¹. The emphasis here is not on elaborate prizes but rather on upping the fun factor that pumps people’s experience with your brand.



Stop Friction

- People stop using apps, leave websites and abandon shopping carts when speed is slow, information is hard to grasp, shipping costs are hidden, and there are too many steps to get where they want to be – which is at checkout.
- Remove any unnecessary and time-consuming steps that are barriers to buying. This includes saying “no” to coupons that are a hassle to validate, lumpy site navigation that disrupts product discovery to purchase pathways – and skirting around shipping costs.
- Instead use easy-to-apply or automated discount codes, options to Buy Now, Pay Later, and free shipping for orders over a certain value.

¹ <https://www.researchandmarkets.com/reports/4591677/gamification-market-growth-trends-covid-1>

BREAK THE BARRIERS TO PURCHASE

“ Current estimates indicate that the percentage of e-commerce sales compared to total retail sales jumped from 11.8% in Q1 2021 to 16.1% in Q2 2021, by far the largest change ever recorded in the span of one quarter. ”

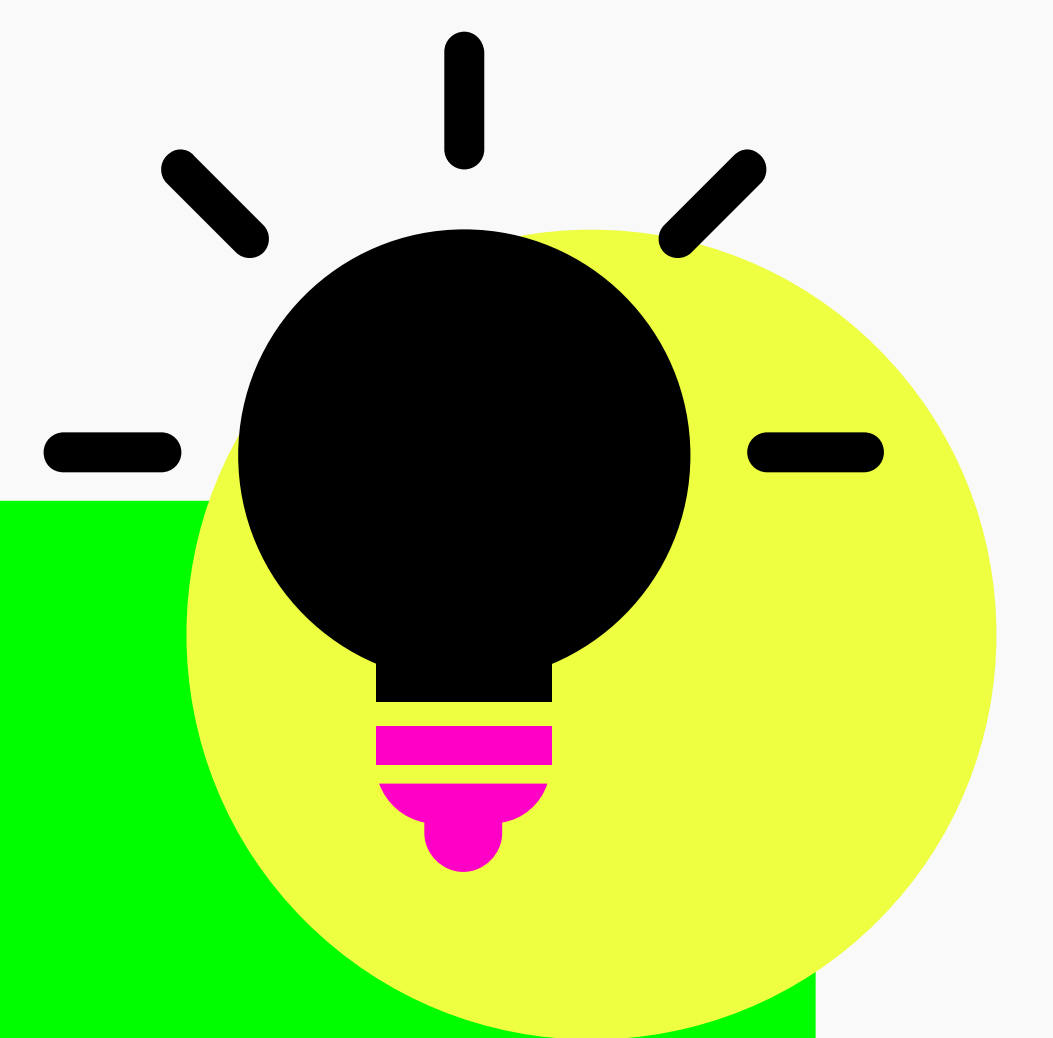
// U.S. CENSUS BUREAU

HERE'S WHAT YOU'LL NOTICE

These strategies are less about the size of the discount and everything about amplifying your customers' experience. Delightful and frictionless experiences that point people to buy and make purchases easily can improve acquisition and conversion rates beyond what a fat discount could. 74% of consumers say that they're likely to make a purchase based on experience alone².

QUICK TIP

A Surprise & Delight mechanism is a great way to distinguish yourself from the pack of Site-wide Discounts



KEEP YOUR FRIENDS CLOSE

Here's Why

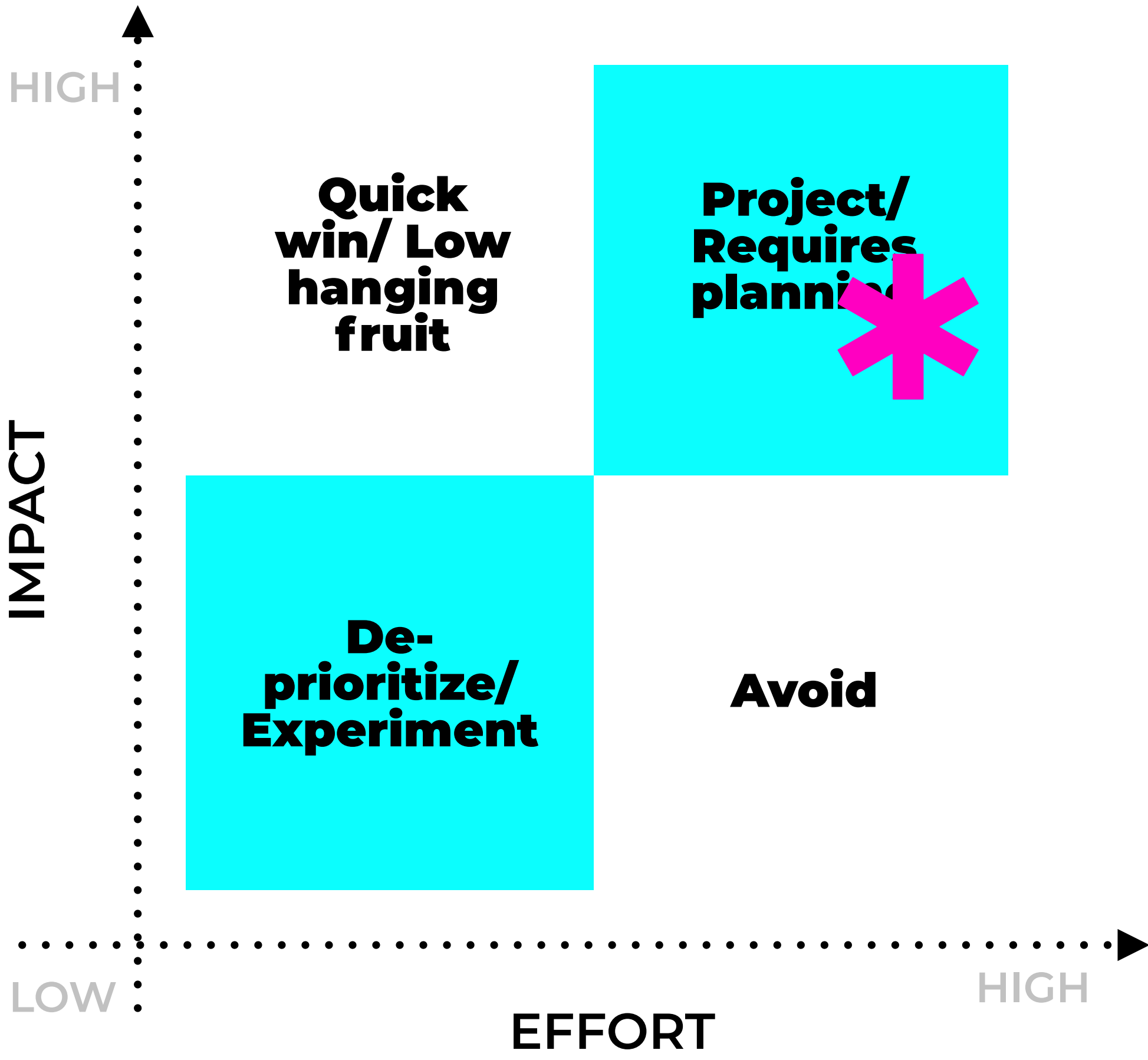
Acquiring a new customer is five times more expensive than keeping an existing one. What's more, it's easier to sell to customers you already have. Much easier in fact. The success rate of selling to existing customers is around 70% compared to between 5% and 20% for new prospects¹.

If you subscribe to Pareto's Rule, you'll know that about 20% of your marketing efforts yield 80% of your overall results and that 80% of your revenue comes from 20% of your customers.

Even if you don't subscribe to the rule, what you need to know is that 20% of your activities – and customers – are so critical that they contribute about 80% to your overall success. Knowing it is easier to sell to existing customers and that they contribute to most of your sales, it makes sense to focus first on them for Black Friday success.

Identify Your VICs

Your knowledge of your customers, purchase patterns, demographic profiles, and active engagement with your brand (on social media for instance) will tell you who your very important customers (VICs) are. These customers support your business by regularly spending money with you. In addition to bringing repeat business, they also try out more than one of your products and services.



Revenue aside, they double up as a marketing channel. They talk positively about your products and services, refer their friends, and leave positive customer reviews that have helped you win new customers.

Tip: Segment your customers by who purchases on a 3X multiple, at 1 - 3X the average order value over a period to identify your top loyalists.

Show Them You Care

Give repeat and loyal customers a reason to shop with you on Black Friday by creating unique experiences just for them. There are a few ways to make your VICs feel exclusive, excited, and happier to spend on Black Friday.

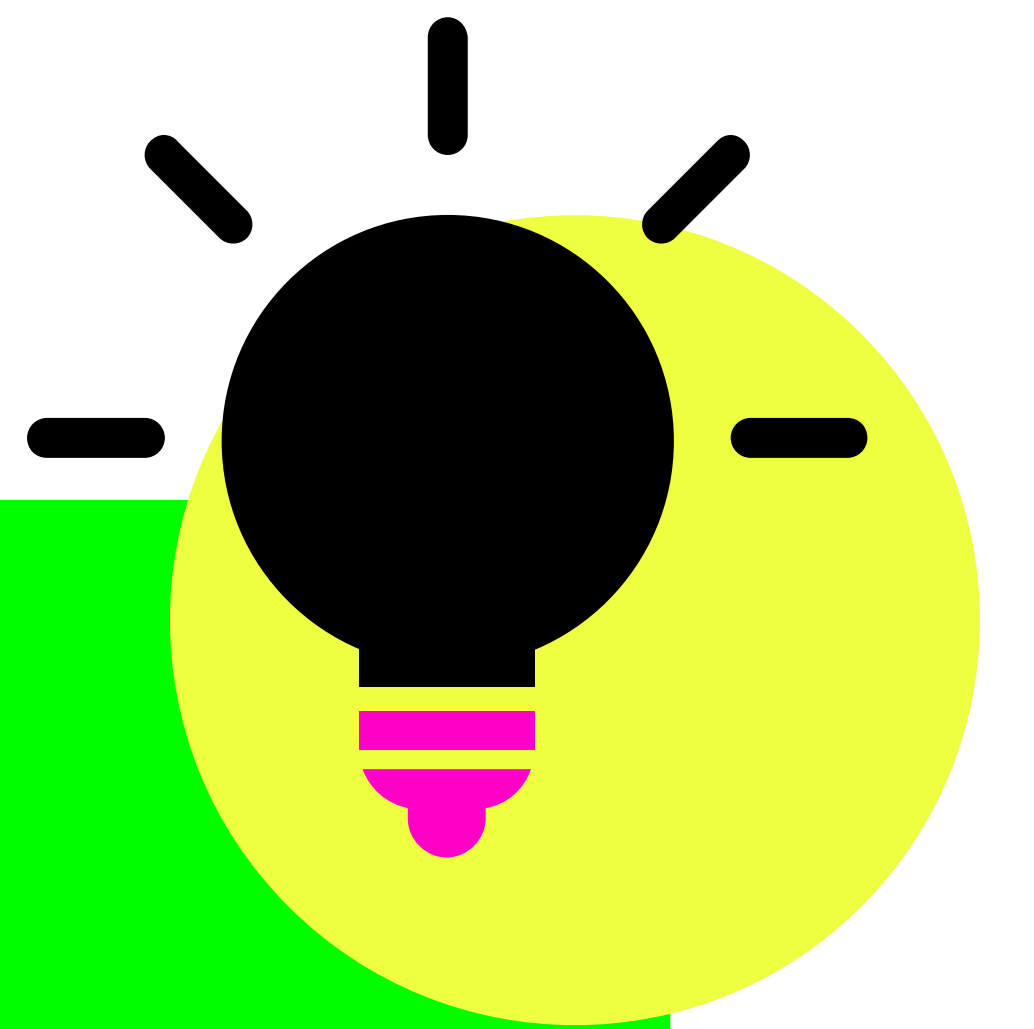
- Go big on personalisation
- Offer bigger discounts
- Give extra incentives or gifts
- Share secret sale
- Invite early access to Black Friday promos
- Provide free shipping
- Give first dibs on hot or limited products

“ Segment your customers by those who have greater than 3 x purchases, at 1 - 3X your average order value over a period of time to identify your top loyalists ”

// ALEX WRIGHT, CORRELATE DIGITAL

QUICK TIP

Customer segmentation is power. Your VICs have the potential to bring the highest return for the least effort.



Customers & Money — Let's Be Real

It's no secret that people have become more frugal in the wake of the COVID19 pandemic. Incomes have plummeted, job security is unsure, and many have had to dip into savings and other assets just to get by. The accelerating cost of living isn't helping. A lot of people simply don't have disposable income for nice-to-have things.

Now, almost three years in, we are seeing how much their spending habits have changed. People aren't buying as much, and they're looking for freebies and discounts instead of paying full price for items. A recent consumer survey by McKinsey shows that 70% of people are paying more attention to prices, 69% are looking for sales and promotions, and 61% are delaying purchases until there are sales.



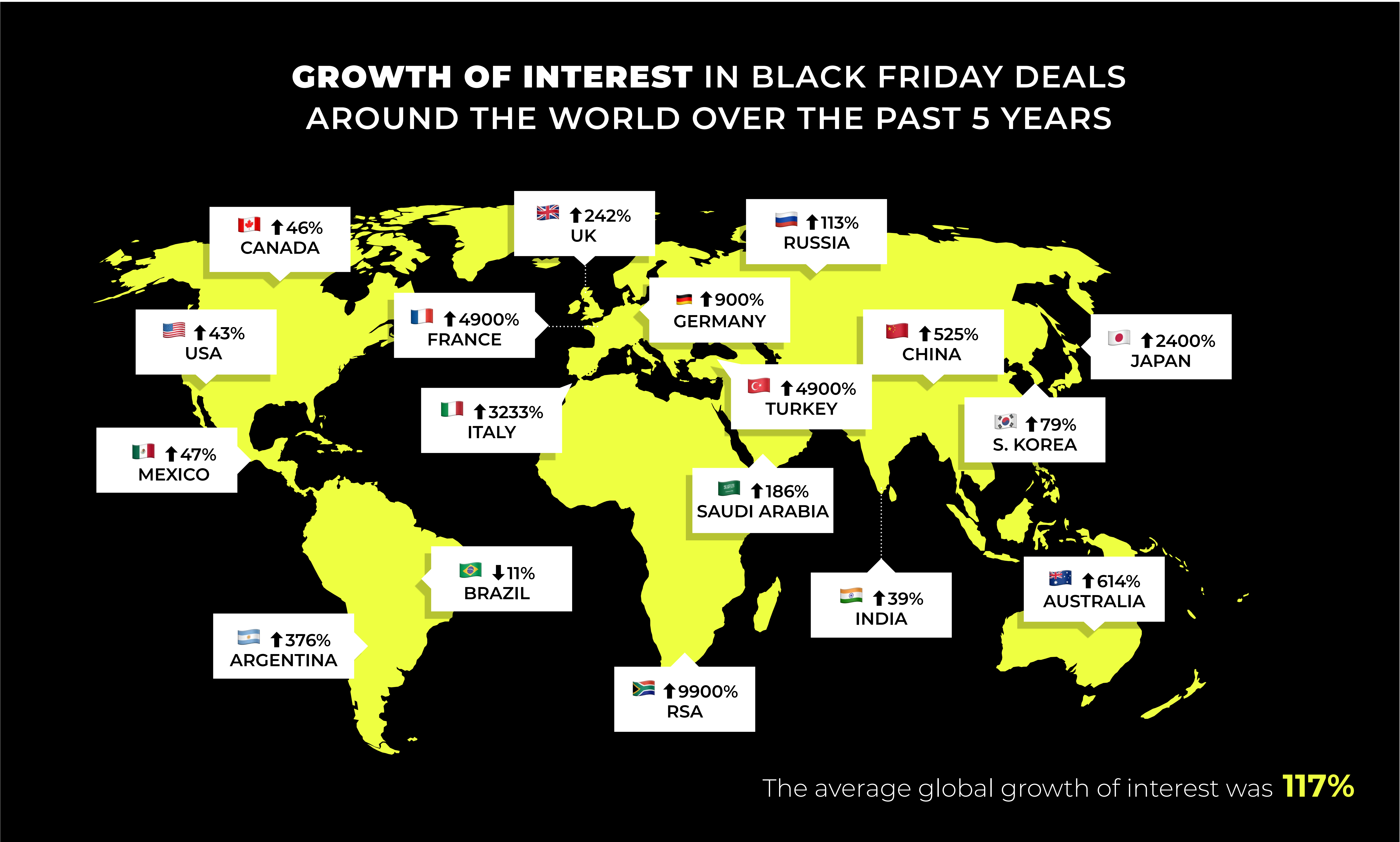
It’s a virtual reality

When everyone was forced to stay at home, they began shopping differently. **Online shopping exploded.** What they were buying also changed. Once the territory for big-ticket items like electronics and holidays, online stores and apps became the go-to for groceries and other goods that were not usually bought via the web. Another McKinsey report shows that consumers are likely to retain the changed behaviour now that the pandemic is – or seems to be – over².

Growing eCommerce and consumer comfort with shopping online has helped to boost the competitiveness of smaller brands that can expand their client bases and the reach of promotions like Black Friday.



The Black Friday Reality



Some will argue against Black Friday shopping because it encourages people to make unnecessary purchases. But for money-conscious consumers, Black Friday sales will provide some much-needed relief allowing them to buy things they probably wouldn't buy on a normal day.

What's clear is that businesses must remember that most people are on a budget. If you're going to implement price-cutting, **make sure your sale items offer a genuine discount.** Black Friday isn't just a fight for sales. It's an **opportunity to connect with people and build some brand love.** If you acquire new customers and make them happy enough to return, you've won.

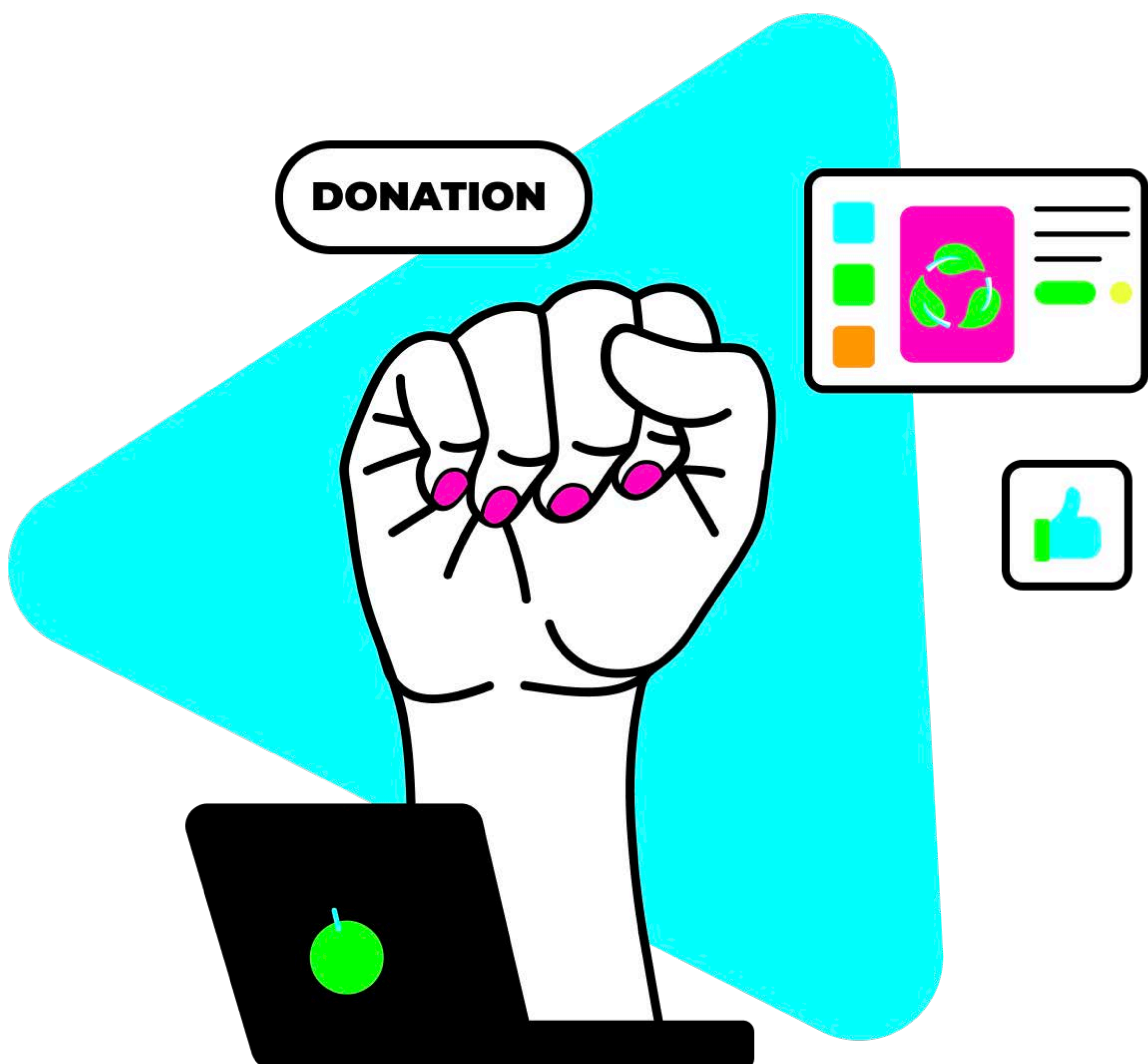
“ In November, stores are the ones that must prove loyalty toward their clients, which can be assessed with regard to the level of rebates and availability of highly discounted products. ”

// BLACK FRIDAY GLOBAL³



Anti Black Friday — It's A Thing

A lot of businesses love Black Friday for all intents and purposes. Then there are those who are having none of it. Slashing prices drastically for short-lived consumer favour eats into profit margins, which some businesses just can't justify.



Over the years, there's been a **rising tide of anti-Black Friday sentiment** from businesses because it flies in the face of their brand values at the risk of eroding brand equity. There's also a feeling that while Black Friday attracts new customers, they're not always the loyal type. And in winning over volumes of new customers, you could alienate loyal ones.

Brands' resistance to Black Friday's overproduction, overconsumption, and gluttonous consumerism, which have implications for the planet and people, **began emerging in 2011**. On Black Friday that year, outdoor clothing retailer Patagonia famously placed a full-page advert in the New York Times telling people "Don't buy this jacket" in a plea to consume less and lower their environmental footprint.

In 2015, recreation equipment company, REI shut its stores, distribution centres, call centres and headquarters on Black Friday, **forgoing sales on the busiest shopping day of the year** and instead paying its employees to spend the day outside with friends and family. It has done so every Black Friday since.

Consumers, unenamoured by Black Friday's chaotic and sometimes violent rush on shops, and the overconsumption that breaks household budgets, hurts the planet, and overworks people, can't be bought by sales. They forgo the giant discounts to **align with brands that share their values**.

“ Consumerism has a religious day called Black Friday. ”

// JAROD KINTZ



When Black Friday Just Isn't Your Thing

Quite frankly, it's understandable that Black Friday doesn't suit every brand, its products, its people, or its values. And that's okay!

By saying “no” to unsustainable consumption, low price mentality, the sale of cheap junk, and the exploitation of workers and the environment, anti-Black Friday brands are marketing via moralism to raise money and awareness for causes that matter and growing their fanbases in the process. In many ways, for them, this trumps the revenue that could – or not – have been generated by one day of crazy sales.

As the anti-Black Friday movement gets bigger, so does the creativity. Brands are taking bold stances to show what they believe in. They are buying back old furniture and electronics from customers to recycle or reuse and increasing their prices on Black Friday to donate the proceeds to causes they care about.

Just as offering mega discounts isn't affordable for smaller brands, neither is shutting up shop or giving away all proceeds as a donation. But there are plenty of ways to show the same sentiment through thought-provoking campaigns and meaningful gestures that make people think “I love that”. What this brings are more clicks. More shares. More website visitors. Win-win!

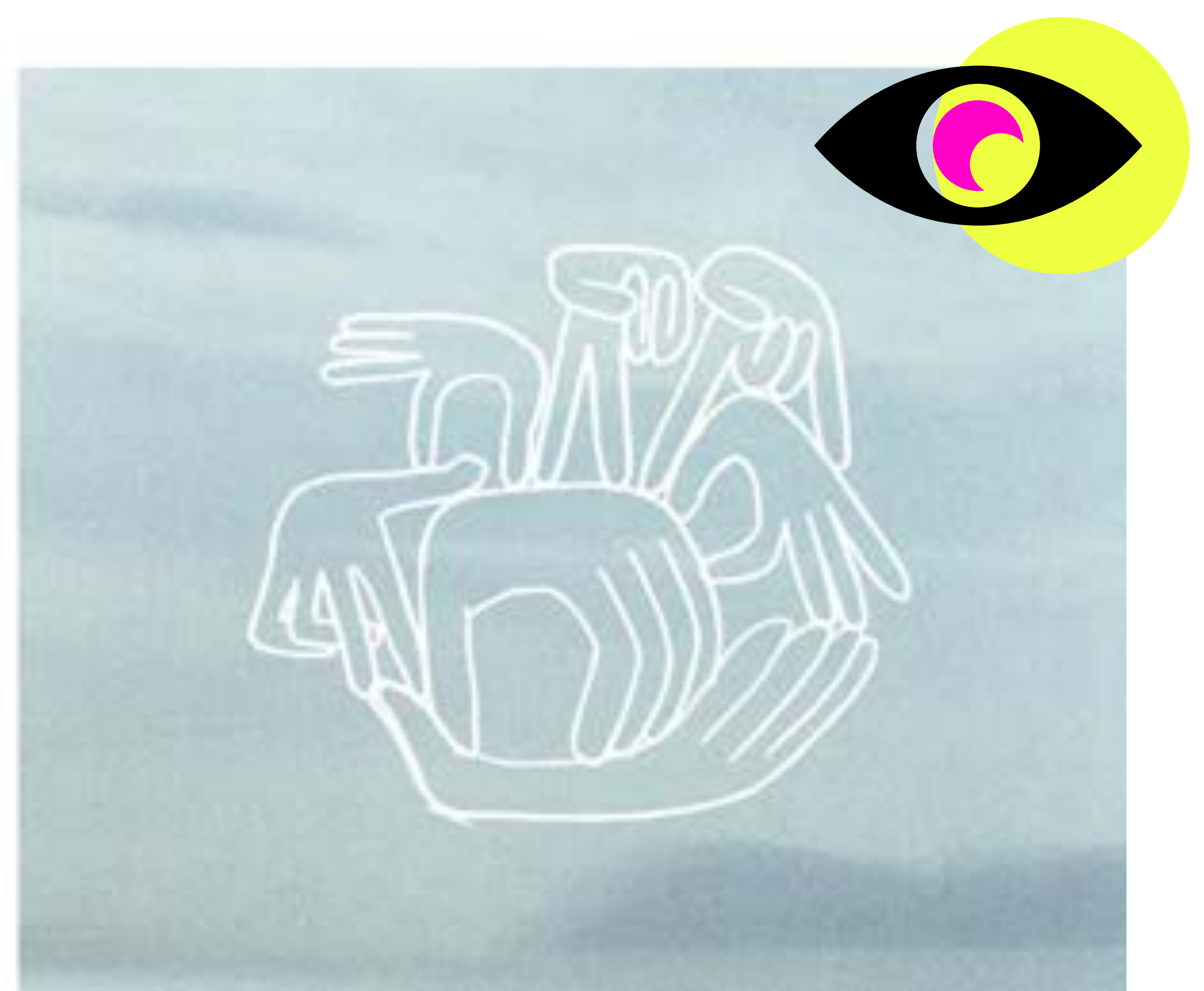
The Last Word on This

Black Friday will happen with or without you. You can choose not to participate, or you can use the Black Friday buzz to show how your brand is different. Don't be quiet about being anti-Black Friday, but don't be angry about it either: Use it! An anti-Black Friday strategy is just as important as the next brand's Black Friday promotion.

As a Black Friday-weary consumer, take a stand alongside the brands that have the guts to opt out by showing some love for their anti-Black Friday campaigns. It's really all they want.

HAVE A LOOK AT HOW ALLBIRDS, AN AMERICAN FOOTWEAR COMPANY, APPROACHED ANTI BLACK FRIDAY:

They launched a “pay it to the planet” campaign, where instead of cutting prices they increased them - this £1 increase went to a charity called Mother Nature and they matched this amount with £1 too, so at the end of the day they donated £2 per purchase on Black Friday while standing by their values of “sustainability”.



03.

Things To Keep In Mind

WHAT’S THE VERDICT?

Whether you are for it or against it, Black Friday will happen this year as it has done since the 1950s. Businesses can ride the wave to grab consumer attention, make sales and grow revenue.

There are pros and cons to buying into the Black Friday hype. If you are procrastinating about participating as a buyer or a seller, you’re not the only one. Black Friday creates a complex environment for businesses and consumers alike. So much so that it causes friction for people who simply cannot buy into it.

Anti-Black Friday is emerging as a legitimate direction that can lead to greater rewards for companies doing meaningful things to build brand equity on Black Friday instead of discounting it.

If you buy into Black Friday, it’s clear you need a plan. Do your research, know your context, and have a plan of action so that Black Friday doesn’t bite you.

The Good

- ✓ Great deals and discounts for consumers
- ✓ Opportunity to boost sales
- ✓ Reconnect with customers
- ✓ Win new customers
- ✓ Chance to build brand love

The Bad

- ✦ Not all deals are legit
- ✦ Competition is stiff
- ✦ Consumer scepticism
- ✦ Impacts inventory
- ✦ Strains shops and online stores

The Ugly

- ✦ Long queues
- ✦ Crashed websites
- ✦ Dissatisfied customers
- ✦ Potential revenue losses
- ✦ Consume at all costs



Who Are We And How Can We Help?

Correlate Digital specialises in marketing executions that assess and optimise the entire ecosystem to unlock the massive potential of digital channels to drive revenue growth through lead generation, customer nurture strategies and eCommerce.

We go beyond the cookie-cutter marketing approach using our three core skills (strategy, data and paid media), to solve real business problems in the digital world.

With a core focus on return on investment, we build real, measurable, and effective strategies founded on deep research to deliver marketing outcomes centred on business and brand value.

Are We for You?

If you are keen to do Black Friday differently, you have found your guy. We're a gutsy team that is constantly working to turn the current marketing modus operandi upside-down.

We're designed for ambitious brands searching for digital growth. Over the past few years, we've been helping brands and businesses alike reach the next phase of their digital journey. Let us handle the technical stuff whilst you focus on what you need to do. Our strength lies in our people, model and technology. If you'd like to chat further, then drop us a message.

We Promise

- A team of digital marketing and eCommerce specialists
- A pod of strategy, data and media
- Prioritising being data-led
- Best practice execution, continually refined
- Use of market-leading technologies
- Sound alignment with your strategic plans
- A goal to unlock a deeper understanding of your customers
- Continuous measurement and optimisation
- More value from your Black Friday marketing efforts



Thank You.

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