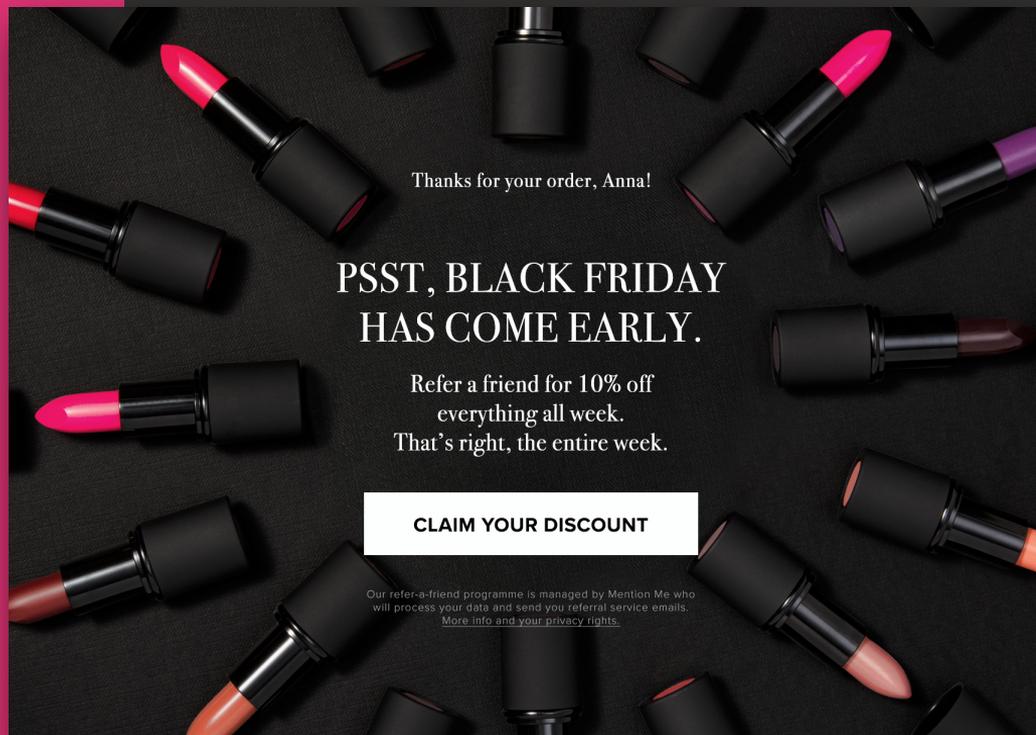


mention **me**

Black Friday & Beyond

Copy, design &
incentive
examples



Thanks for your order, Anna!

**PSST, BLACK FRIDAY
HAS COME EARLY.**

Refer a friend for 10% off
everything all week.
That's right, the entire week.

CLAIM YOUR DISCOUNT

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

It's official: Black Friday is a big deal

With many shoppers already preparing for this year's event, Black Friday gives retailers the valuable opportunity to strengthen brand affinity and acquire new customers who keep coming back, during the Christmas period and beyond.

Featuring examples of everything from incentives and messaging to copy and design, we've created this look book to provide inspiration and guidance for your best Black Friday campaign yet.

Ideas to try

VISUALS

- Use the type of visuals your audience is normally used to but give them an interesting black treatment
- Example design solutions: black background, black image tint, black text platform
- Using black products from your range can be very effective; you can also give the product a mock 'black makeover' for a tongue-in-cheek take on the theme

REWARDS

- Sneak peek or teaser sales leading up to BF
- Discount (or double discount)
- Competition
- Free gift
- Exclusive deals for loyal customers
- Subscription upgrade
- Free shipping

COPY

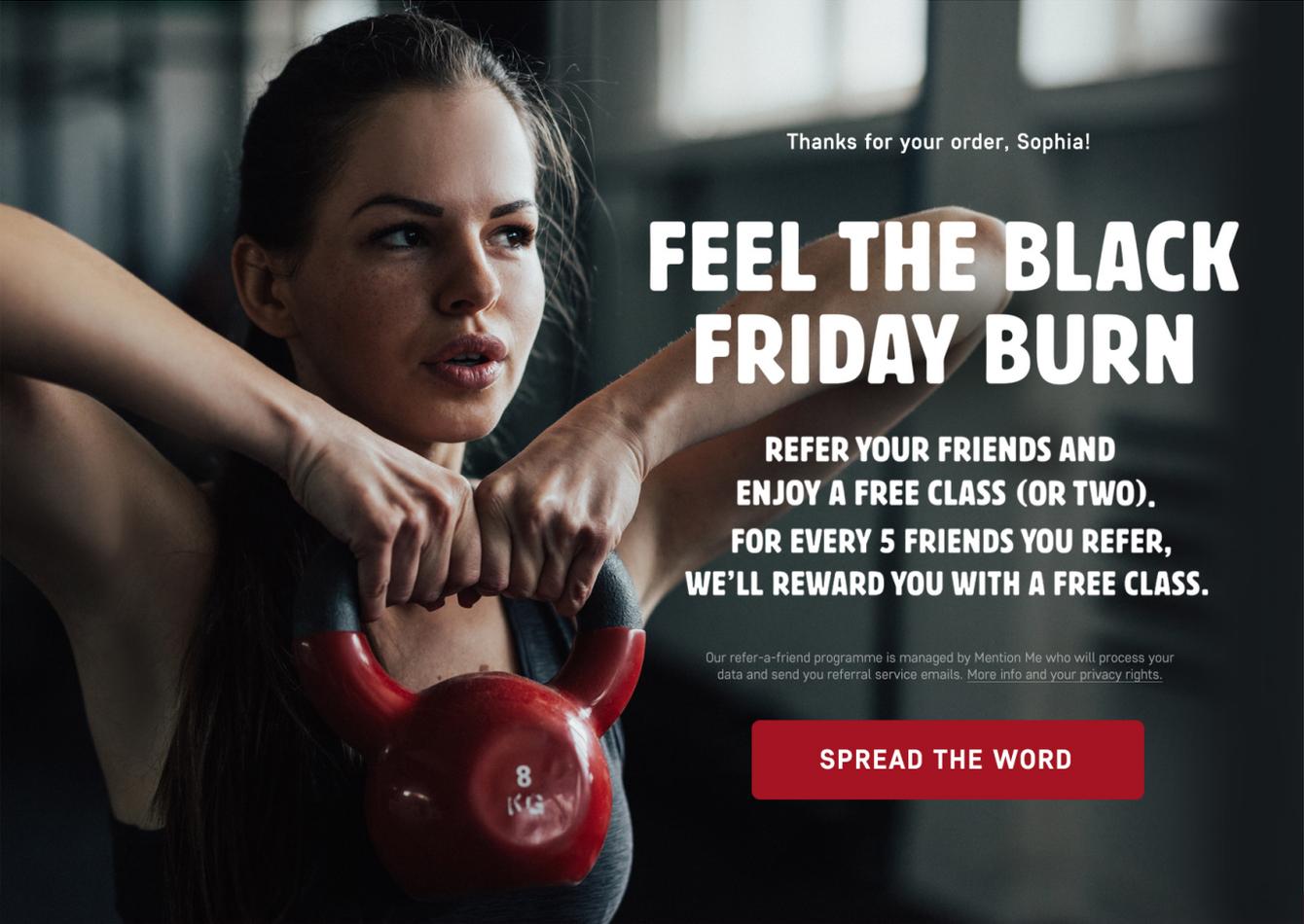
Psst, Black Friday has come early.
Refer a friend for 10% off everything all week. That's right, the entire week.

This is not a drill. Get an extra 10% off everything this Black Friday.
Simply recommend us to the girls.

Feel the Black Friday burn. Refer your friends and enjoy a free class (or two).
For every 5 friends you refer, we'll reward you with a free class.

Hey, jetsetter. There's a whole world out there.
Recommend us to a friend and we'll enter you into our Black Friday holiday giveaway.

Black Friday may be ending, but this doesn't have to be goodbye. Come back next month for 10% off.
Simply refer a friend to secure your discount. That's what we call a tasty deal

A woman with dark hair tied back, wearing a dark tank top, is holding a red kettlebell with both hands. She is looking off to the side with a focused expression. The background is a blurred gym setting.

Thanks for your order, Sophia!

FEEL THE BLACK FRIDAY BURN

**REFER YOUR FRIENDS AND
ENJOY A FREE CLASS (OR TWO).
FOR EVERY 5 FRIENDS YOU REFER,
WE'LL REWARD YOU WITH A FREE CLASS.**

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SPREAD THE WORD

Examples

IDEA:

Tiered rewards

Your order is complete

Nice order, Sophia.
Fancy getting it for free?

Recommend us to a friend and
you could win your entire order back.
Consider it our Black Friday treat.

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Tell my besties



Examples

IDEA:

'Win your order back'



Your order is complete

Black Friday may be ending...

BUT THIS DOESN'T HAVE TO
BE GOODBYE. COME BACK
NEXT MONTH FOR 10% OFF.

Simply refer a friend to secure your discount.
That's what we call a tasty deal.

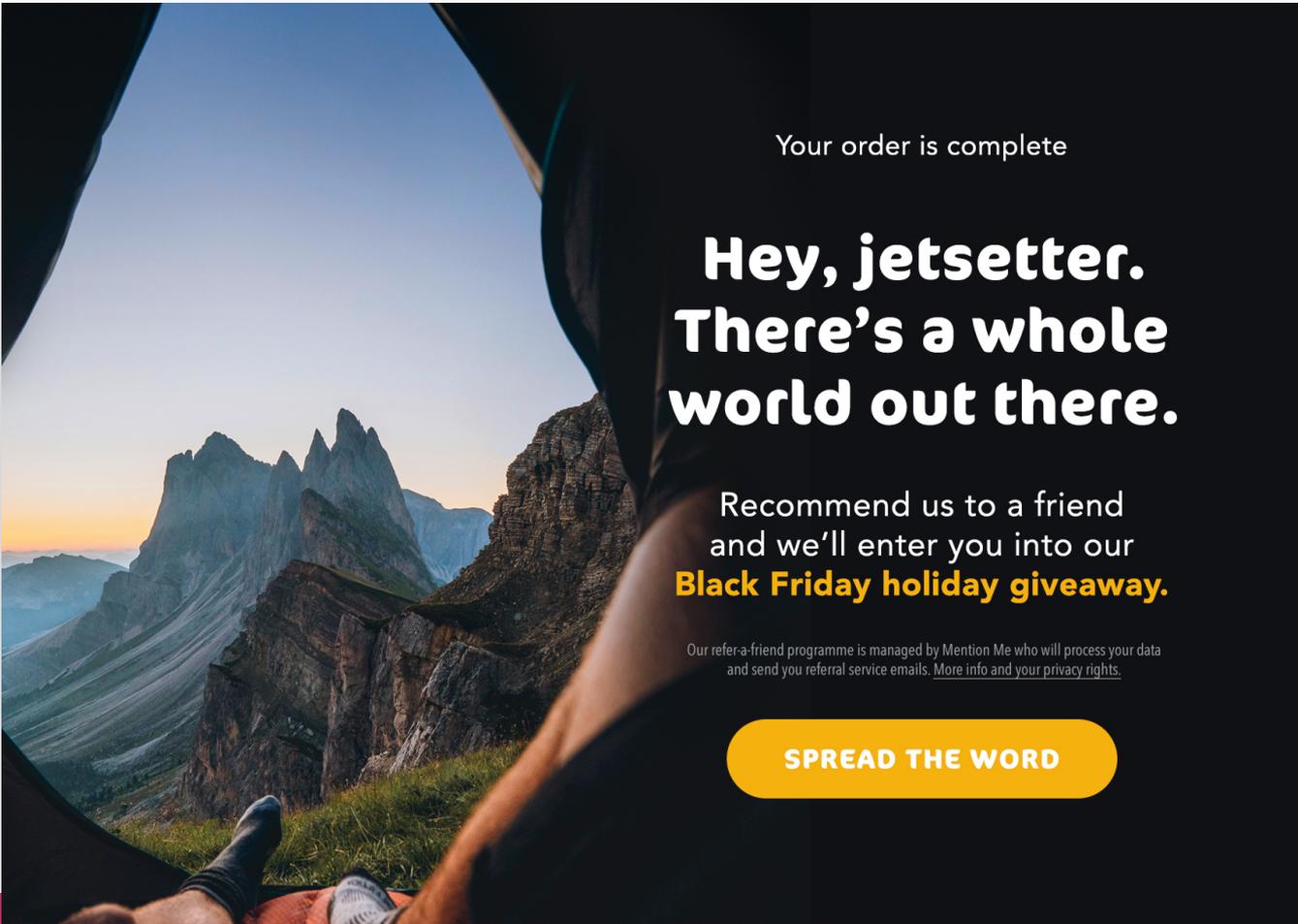
REFER A FRIEND

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

Examples

IDEA:

Extended promotion/
retention



Your order is complete

**Hey, jetsetter.
There's a whole
world out there.**

Recommend us to a friend
and we'll enter you into our
Black Friday holiday giveaway.

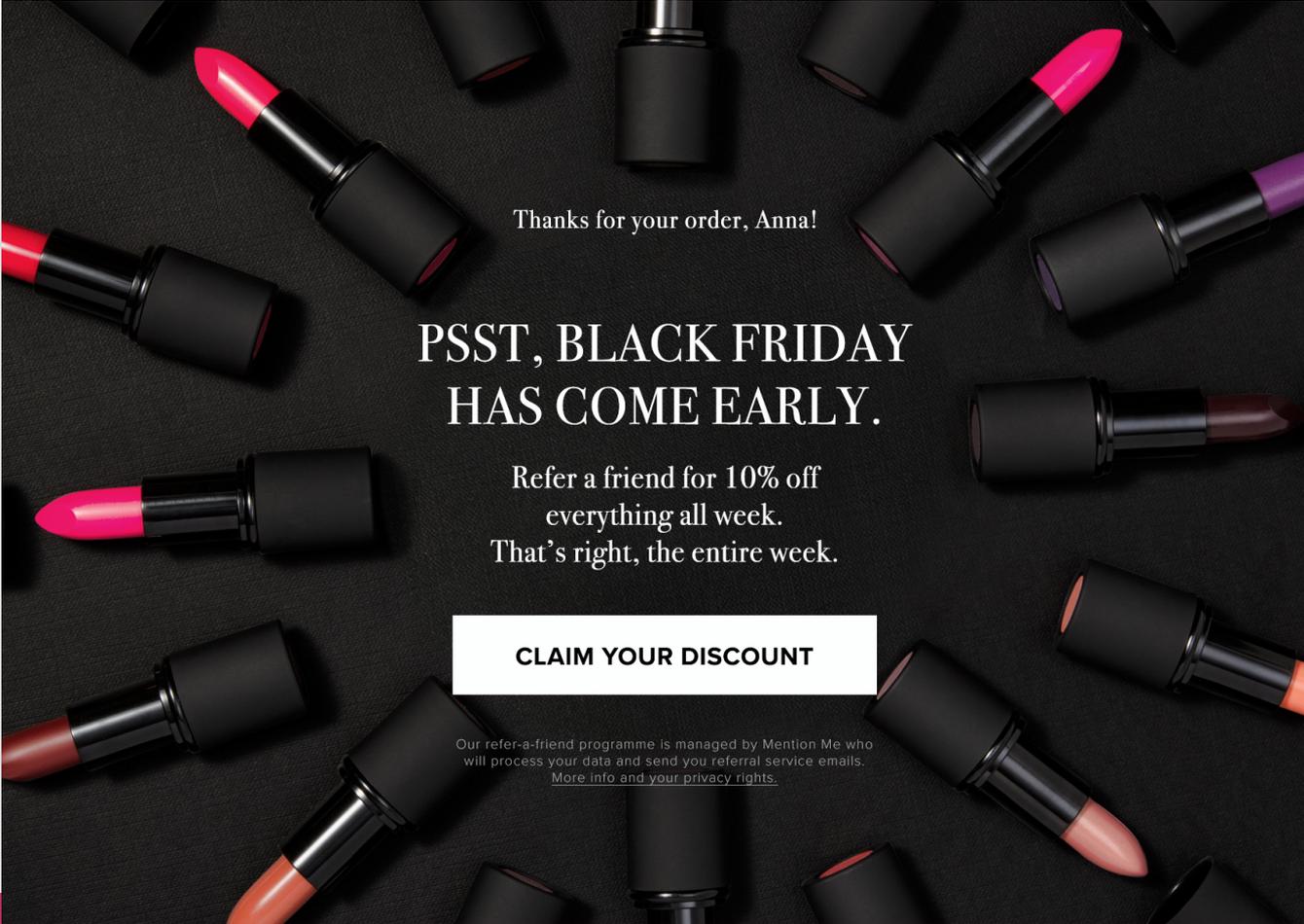
Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

SPREAD THE WORD

Examples

IDEA:

Competition

An advertisement for a Black Friday promotion. The background is a dark, textured surface with several lipsticks scattered around. The lipsticks have black caps and various colored tips, including bright pink, purple, dark brown, orange, and light peach. The text is centered and reads: "Thanks for your order, Anna!", "PSST, BLACK FRIDAY HAS COME EARLY.", "Refer a friend for 10% off everything all week. That's right, the entire week.", and a white button with the text "CLAIM YOUR DISCOUNT". At the bottom, there is a small line of text: "Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)"

Thanks for your order, Anna!

PSST, BLACK FRIDAY
HAS COME EARLY.

Refer a friend for 10% off
everything all week.
That's right, the entire week.

CLAIM YOUR DISCOUNT

Our refer-a-friend programme is managed by Mention Me who
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Examples

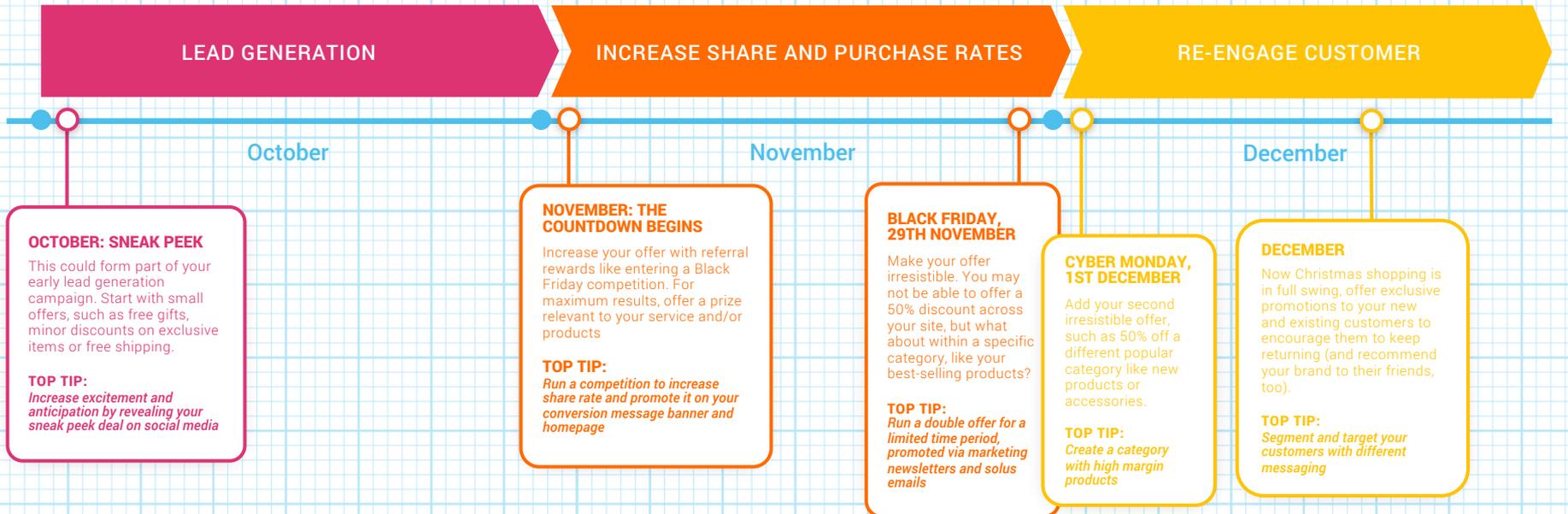
IDEA:

Extended promotion

Promotional timeline

Many retailers see their sales spike during Black Friday – then dramatically plummet. With this in mind, we can help plan a promotional timeline that keeps your sales strong and steady, even into the new year.

We'd tailor this timeline to your business and specific requirements. In the meantime, here's an example of how it'd work.



76% of consumers
are excited for Black Friday.
Here's why you should be too.

Last year, Black Friday generated:

£1.49
BILLION

of online sales in
the UK (up 7.3%
from 2017)

94
MILLION

visits to UK
retail online
sites on the day

1.2
BILLION

visits during the
Black Friday period
(19-25 Nov 2018)

With more than 70% of consumers planning to participate this year, Black Friday 2019 is set to be even bigger. In fact, the final quarter of this year is anticipated to generate more than 30% of total annual revenue.

From copy to design, together we'll make this your best campaign yet! Contact your Client Success Manager now.

LET'S GET STARTED

Black Friday Pro Tip

"Love it or hate it, there's no denying the importance of Black Friday. That's why it's essential to plan and come up with unique marketing ideas that make you stand out from the crowd.

We'll be promoting this year's strategy across multiple channels, including our referral programme, and look forward to working with our Client Success Manager to determine the best incentives and messaging for this season's campaign."

Connor Whelan
DIGITAL & E-COMMERCE MANAGER,
Evolve Beauty & S5 Skincare