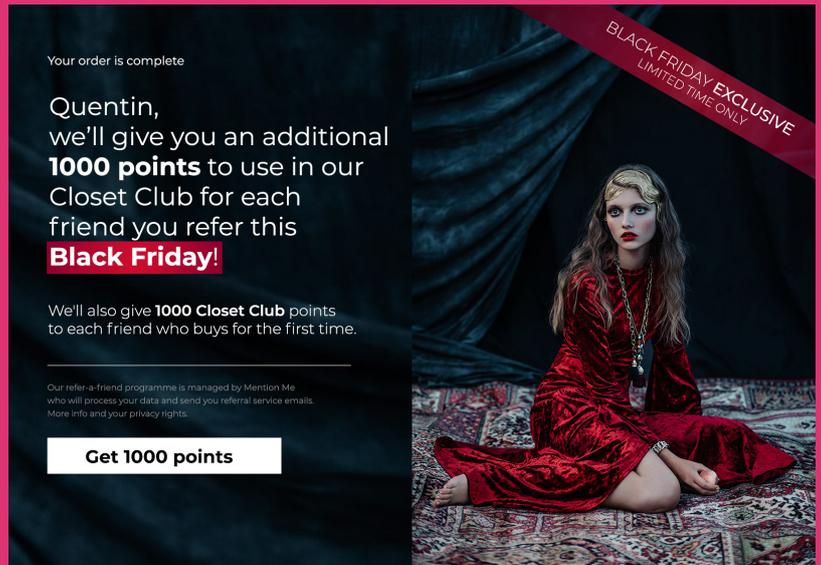


5 top tips for getting your referral program BFCM ready



Black Friday and Cyber Monday (BFCM) are well underway. For retailers, these have become one of the most anticipated marketing events in their promotional calendar. A strong Black Friday marketing plan could make a difference in how your business does on November 23rd, as well as on Cyber Monday, and the rest of the holiday shopping season.

According to our own analysis, last year's Black Friday saw an impressive 84% increase in new customers & 67% increase in revenue delivered to clients compared to the same week from the previous month.

There's no denying the wealth of opportunity BFCM represents. But capturing it requires careful, considered and well-rounded strategising.

Here are 5 top tips for getting your referral program BFCM ready.

Black Friday 2017:



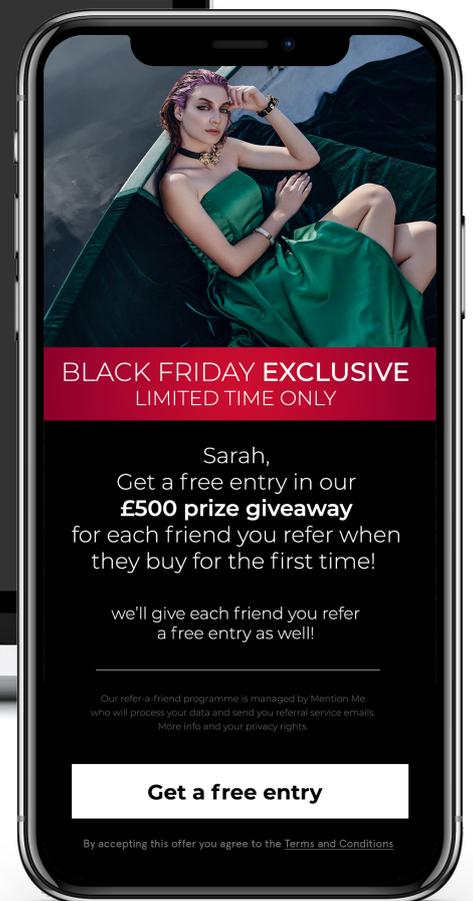
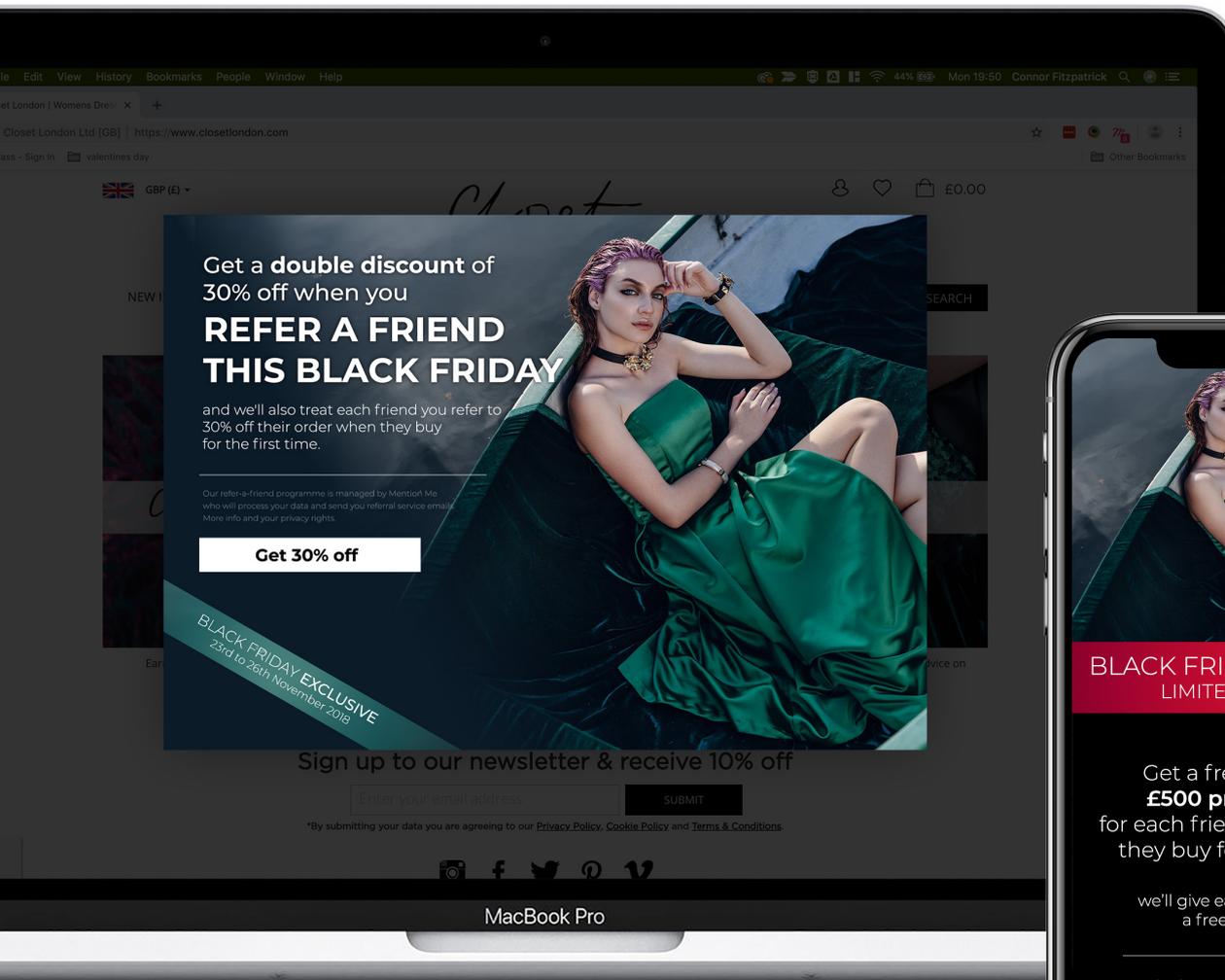
OCTOBER

NOVEMBER

Tip 1:

Give an irresistible offer

Is your offer simply irresistible? An irresistible offer doesn't necessarily mean giving 50% or 60% discount, it can be a competition or an exclusive giveaway for a limited time only. The trick here is to segment your customer base into different groups according to their buying behaviour i.e. based on their average order value or order frequency and then present them with a relevant offer they can't resist.



Tip 2:

Add to various touchpoints

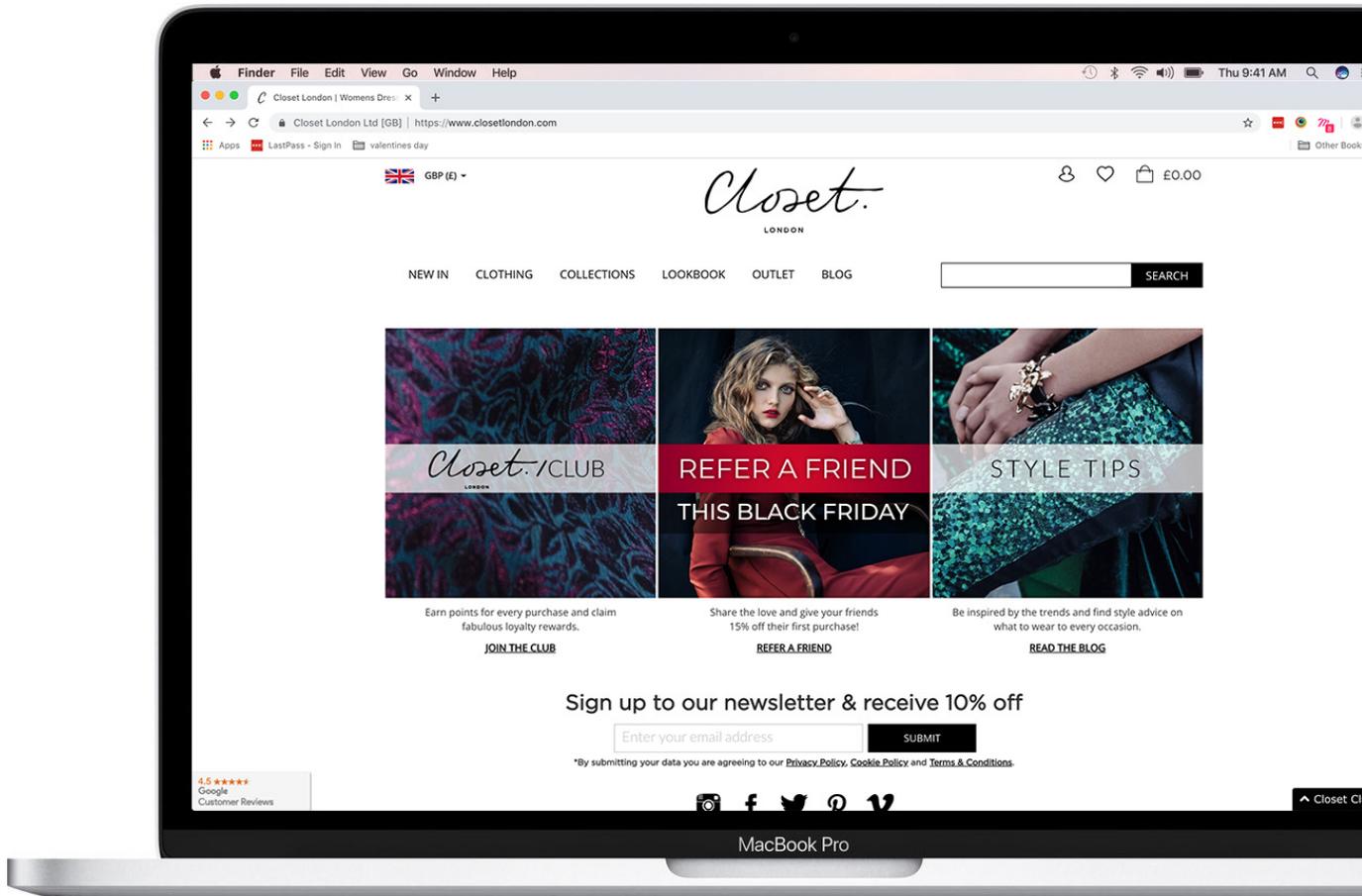
Your referral program can help boost sales conversion during Black Friday and Cyber Monday. Customers naturally like to share amazing deals with their friends and what better way to assist them in doing so is by making sure that your referral program is visible and easily accessible across various customer touchpoints.

Here are some good examples of where you can add your referral program so that they are visible to your customers:

PACKAGE INSERT



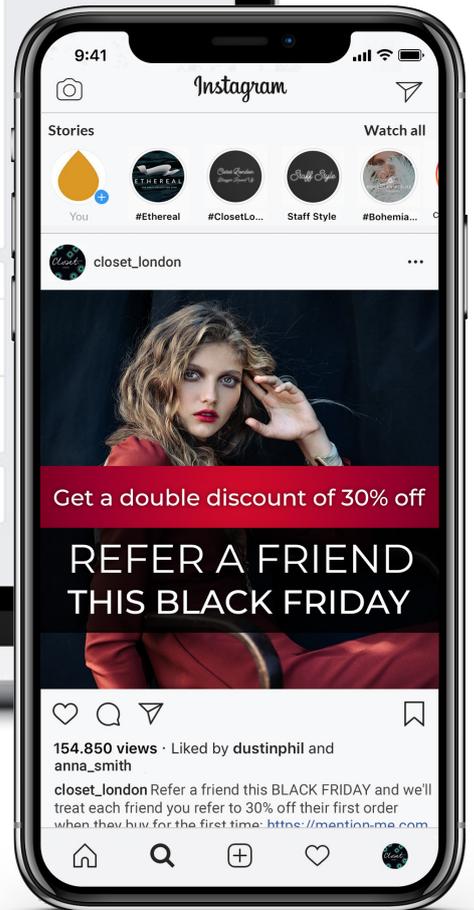
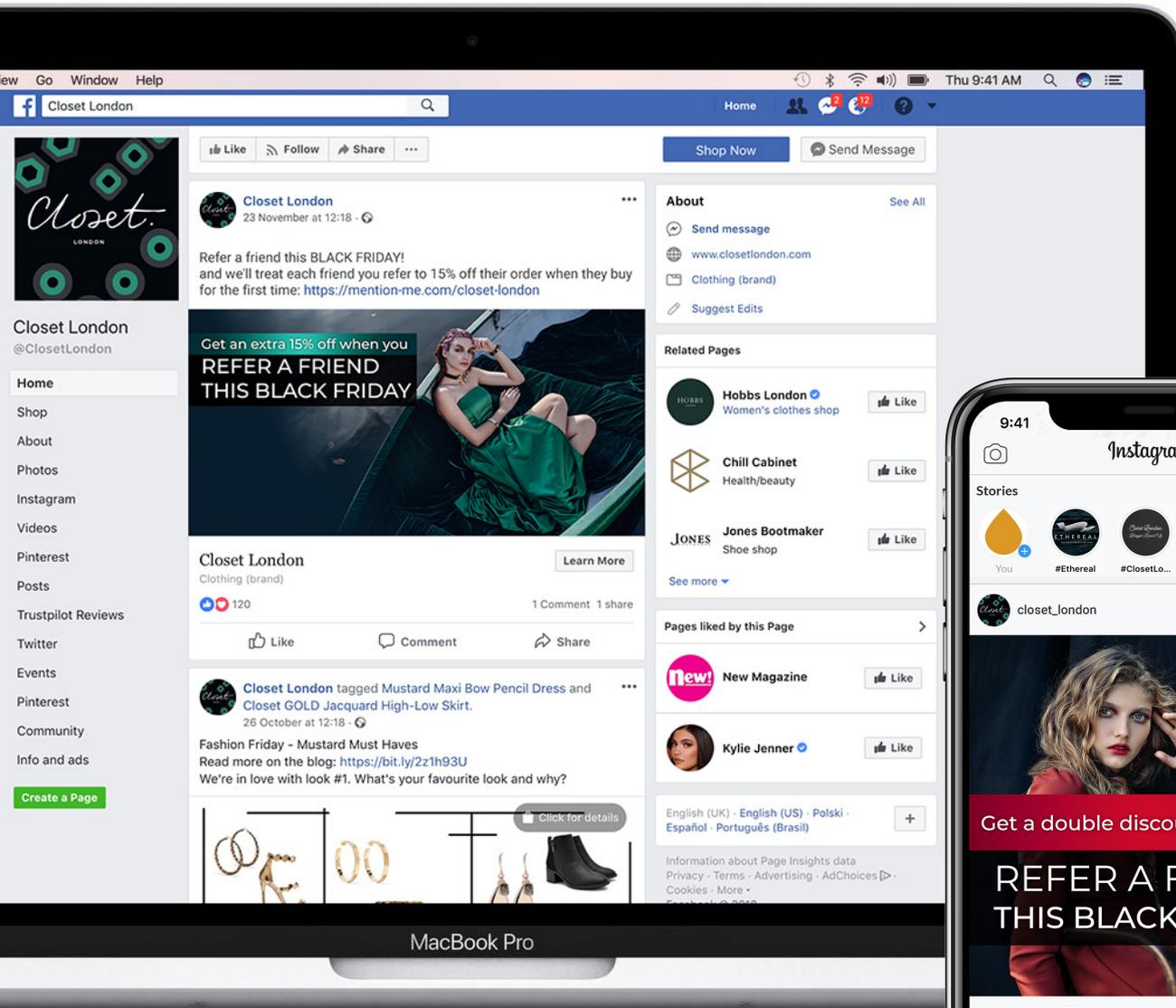
HOMEPAGE



Tip 2:

Add to various touchpoints

SOCIAL MEDIA



Tip 3:

Include in your email marketing campaigns

Include your referral program in your browse and cart abandon emails, mass emails, order confirmation or dispatch emails. Make them genuinely good.

This will involve the template, copy, appearance and level of personalisation included in your message.



Closet.
LONDON

BLACK FRIDAY EXCLUSIVE
LIMITED TIME ONLY

Refer a friend this Black Friday and get a free entry in our **£500 prize giveaway** for each friend you refer when they buy for the first time!

we'll give each friend you refer a free entry as well!

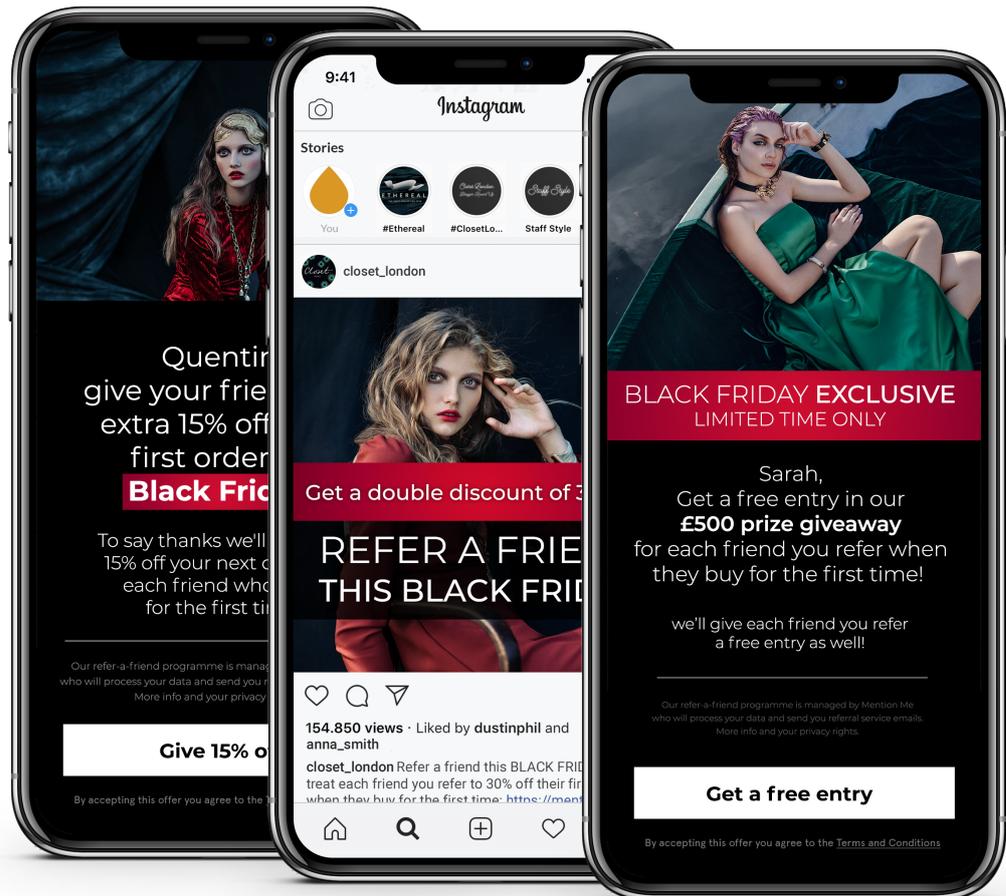
Anna Smith

[GO TO YOUR SHARING DASHBOARD](#)

See full details of the offer in the [Terms and Conditions](#) of the Glossier refer-a-friend

Tip 4: Think mobile

More and more consumers are using their phones to grab deals. Luckily at Mention Me, our email templates are mobile responsive and also fully customisable, meaning it can be styled to complement your brand.



Tip 5: Don't run out of vouchers and be sure to extend the validity period

Ensure that you have enough vouchers for the entire Black Friday weekend and make sure they have longer valid dates too! This will ensure you turn a short term event into a longer term acquisition strategy.

Black Friday 2018 is expected to exceed 2017 numbers. If you want to have a great sales year, you need to make sure you've got the best Black Friday and Cyber Monday marketing ideas.