

HERDIFY

**Why targeting
real-world communities
will turbocharge your
Black Friday**



Amidst a cost-of-living crisis and decreasing spend predictions, the outlook isn't as rosy for this Black Friday.

But Black Friday can still work and now's the time to setup your campaigns, says Tom Ridges, CEO of Herdify.

- Target strategically by detecting YOUR communities
- Increase revenue and reduce wasted ad spend
- Create a behavioural strategy that will work long beyond Black Friday



Use our calculator to find out how much community targeting could increase your Black Friday revenue by



Have a quick chat, watch our demo and find out how you can supercharge your Black Friday campaigns



It's a competitive world out there. Those multinational giants – Amazon, Apple, Microsoft and more – have a lot of money to throw at advertising, discounts and loss-leader trial periods that draw customers in. It's a lot of noise for challenger brands to cut through.

For many brands that aren't Amazon, Black Friday remains a key opportunity to boost revenue, clear inventory and attract new customers.

Consumers worldwide spent over \$40 billion during the Black Friday weekend in 2022. But given the cost-of-living crisis, many are thinking more strategically about how and what they're spending their money on.

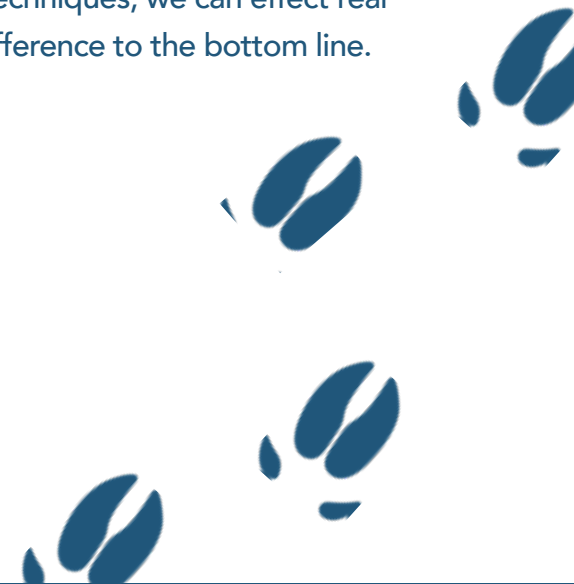
A report by Mintel has also highlighted "growing scepticism among shoppers about savings available during the event", leading some to predict disinterest in Black Friday this year.

Diminishing returns on ad spend via tried-and-tested channels, supply chain issues leading to a surplus of stock, and a tightening of marketing budgets are creating the perfect storm. We know that retailers may also be more reluctant to discount this year, with rising energy prices and interest rates to contend with.

It's time for a change. As marketers, we used to believe that marketing to the individual would create the most impact. We treated whole swathes of the population in the same way, and applied exactly the same marketing tactics.

Now, it's all about communities - the biggest influence on consumer buying behaviour.

By employing behavioural science techniques, we can effect real behavioural change that makes a difference to the bottom line.



The power of marketing to communities

- Areas with strong offline communities for your brand see 2.1 times as many Black Friday sales compared to areas with weak or non-existent communities
- Sales revenue is 126% more in those areas with strong communities
- Communities are a powerful vehicle to amplify discount messages and convert to sales

Humans ignore up to 10,000 ads every day. But 95% of people follow recommendations from people that they already know. That's even more pertinent during a downturn.

When customers are being more careful about where they spend their money, they put an even greater emphasis on the advice of people they trust.

In behavioural science terms, offline community recommendations trigger something in our brains. Suddenly the brand or product or service that we've been told about seems to crop up constantly.

This Baader-Meinhof phenomenon or the frequency illusion occurs because our brain subconsciously looks out for something it's just learned about. And that means customers who may have previously ignored a brand, are now primed to notice all of its marketing cues.

That potential for cut through is even more important on Black Friday when the competition will be shouting louder than ever.

Herdify's research with a leading ecommerce business found areas with strong offline community recommendations see more than twice as many Black Friday sales and 126% more revenue, compared to areas with weak communities.



Harnessing your brand's communities beyond Black Friday

As well as responding much more positively to discount messages, customers referred by community recommendations also remain loyal for longer. Our data shows the average transaction value in areas with high word-of-mouth activity is 8% higher throughout the rest of the year.

There are 64 million brand conversations every minute and three in four consumers identify word-of-mouth as a key influencer in their purchasing decisions. The trouble for marketers is those really powerful recommendations can happen anywhere – in the pub, at the gym, or by the school gate. That makes them harder to track and influence.

Until now.

Target your brand's communities this Black Friday with Herdify's AI technology

Herdify's SaaS platform, built off the back of 15 years of data and behavioural science research from Bristol and Cambridge universities, helps ecommerce and retail businesses acquire and retain customers.

We use this insight to monitor your brand's growth and to target your marketing activity more efficiently, especially during key campaigns like Black Friday when your competitors are typically targeting the same customers as you.

- [Click to schedule a quick meeting](#)
- We'll help you connect your sales data via easy-to-use connectors
- You'll receive Black Friday audience targeting data which can be used with all the advertising channels you use today, both on and offline

We'll then work with you to keep the momentum going after the big discounting weekend. Brands getting this right are:

Thinking local – this can seem counter-intuitive for ecommerce brands. But most of our influence as humans comes from local groups. Amplifying your marketing messages in targeted areas through channels such as events, sponsorship and outdoor advertising will increase brand exposure among those most primed to respond positively.

Optimising brand visibility – branded packaging and merchandise for example, are marketing channels working hard for your brand far beyond just one customer.

Getting people talking – generating conversations around a brand will reinforce any exposure those potential customers are already experiencing without realising it. Think about how you can provoke a conversation and get people intrigued about your message.

Asking customers to recommend them – never underestimate the power of simply asking happy customers to tell their family and friends.



With a few tweaks to an existing marketing strategy, coupled with up-to-date insights and reduced ad spend, marketers can harness their communities to increase sales and revenue, spend less on campaigns that achieve more impact, and create an approach that will drive growth long beyond Black Friday.

herdify.com