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# Black Friday 2021

Gear your business up for growth

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# Today's agenda

- THE CURRENT STATE OF THE MARKET
- TRENDS THAT SHAPED 2020 AND CONTINUE TO SHAPE 2021
- HOW TO PREPARE NOW AND RELAX LATER

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# Today's speakers



**George Gangar**  
Head of Digital Strategy



**Maddie Smith**  
Senior Paid Media Strategist

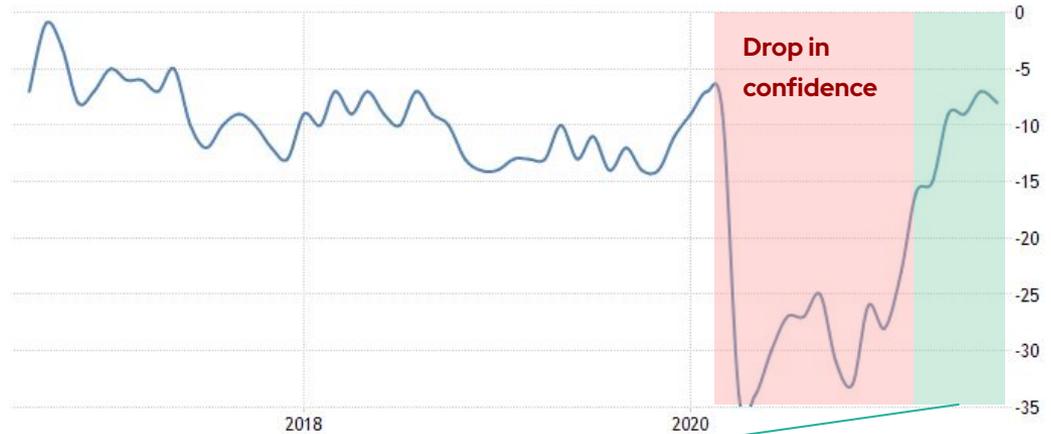


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# After a year of uncertainty, Financial security is on the up

The United Kingdom's GfK Consumer Confidence index, L5Y



Resurgence in consumer confidence due to improvements in...

Health & wellbeing

Job Security

Vaccination Program Success

# The trends

## Black Friday demand is lower, but there's still plenty of opportunity

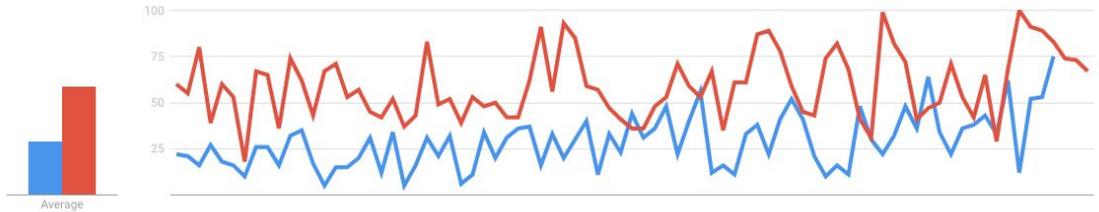
**Black Friday appetite is lower**, as consumers are not as financially reliant on sales as they were last year...

**BUT christmas appetite is increasing** and has surpassed 2020

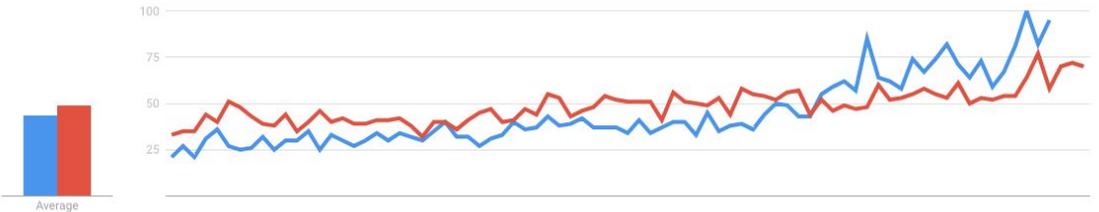
**70%** of consumers are looking to buy gifts on cyber weekend

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Black Friday search interest (June-August 2020 vs Same Period 2021)



Christmas search interest (June-August 2020 vs Same Period 2021)



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# Core trends

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# Trends defining Black Friday 2021

New and ongoing, these are what we believe to be the 4 most impactful trends to realise



**EARLIER, AND FOR  
LONGER**



**AUDIENCES &  
PERSONALISATION**



**WALK THE WALK**



**EFFICIENCY &  
FLEXIBILITY**

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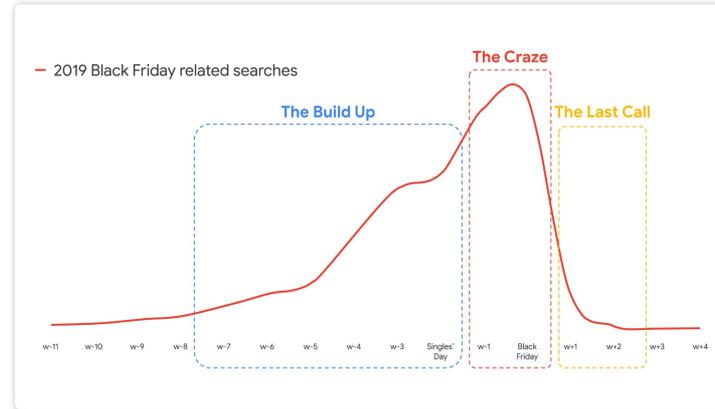
A person wearing a white lab coat is sitting at a wooden desk, writing on a calendar. The calendar is open to the month of November, with the word "NOV" printed at the bottom. The person's right hand is holding a blue pen, and their left hand is resting on the calendar. The person has red nail polish and is wearing a silver ring on their left ring finger. A smartphone is visible on the desk to the left of the calendar. The background is blurred, showing a white wall and a window.

**Earlier and for longer**

# What we know Earlier and for Longer

The last 5 years have seen an extension of the Cyber period;

Christmas shopping is done earlier, cyber days have become cyber weeks and **more Britons aim to get their Christmas shopping done earlier in the season**.



However, last year saw customers get fatigued and overwhelmed by the volume of deals, often missing the ones they wanted due to confusion and oversaturation.

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### Prediction:

Consumers will **expect deals that exceed over the traditional cyber weekend** period, but will be unsure of when these will begin or how long for they will run for.

Brands will need to keep customers energized with **fresh deals and clever communication.**

So what can you do?



**1.  
Be present in the  
research phase &  
build anticipation  
with countdown  
formats**



**2.**  
**Vary your offers  
and on-site content  
to keep your  
consumers  
engaged**



**3.**

**Automation is your best friend. React to any potential volatility with smart bidding**

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# Earlier, and for longer

1. **Be present**
2. **Keep it varied**
3. **Utilise automation**

For more information on how to set these recommendations up in your accounts, speak to your paid media, SEO and digital PR teams to understand your opportunities.



A close-up photograph of a person in professional attire. The person is wearing a light pink or peach-colored button-down shirt under a dark brown blazer. They are holding a dark-colored smartphone in their right hand. A black lanyard with a white ID badge is around their neck. The background is a dark, out-of-focus metal lattice. The word "Audiences" is overlaid in large white text across the center of the image.

# Audiences

# What We know Audiences

In a post-pandemic world, we know that consumers are still keen to prioritise ecommerce over physical shopping. However, it's key to keep in mind that:

**61%** of UK consumers prefer **advertising that is personalised** to them

**78%** of UK consumers say **they would switch brands** if they offered a better loyalty offer or scheme

**First time buyers are 27%** likely to return to your store, vs **54% for have purchased 2 or more times.**

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*Source: marketing tech, GWI, the drum*

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### Prediction:

By **personalising your advertising** to specific audiences, serving offers unique to their needs and previous interaction with your brand, we predict an increase in your pool of new customers as well as increased loyalty in your existing customer base.

So what can you do?



**4.  
Use audiences to  
personalise ads  
based on the user  
and any previous  
interaction with your  
brand**

# 5. Build your 1st party data with audience incentives prior to the big day





## **6. Understand and utilise upsell and cross-sell opportunities**

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# Audiences

1. **Use audience across the user journey**
2. **Build your 1st party data**
3. **Understand and utilise x sell opportunities**

For more information on how to set these recommendations up in your accounts, speak to your paid media, SEO and digital PR teams to understand your opportunities.



A scenic landscape at sunset. In the foreground, a vast vineyard with rows of grapevines stretches across the frame, illuminated by the warm, golden light of the setting sun. In the middle ground, a small village with several houses and a church spire is visible, surrounded by trees with autumn foliage. In the background, a hill is topped with a line of wind turbines, silhouetted against the bright orange and yellow sky. The overall atmosphere is peaceful and picturesque.

**Walk the walk**

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# What We know

## Walk The Walk

### DON'T JUST TALK THE TALK

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Over the last 5 years, we have seen a shift in the way consumers choose their brands: no longer just for the products they sell, but for what they stand for.

**36%**

Of consumers want brands to be **transparent about their sustainability efforts**

**60%**

Of consumers **would pay more** for products that are eco-friendly

**43%**

Of consumers want brands that **support community initiatives**

**36%**

Of consumers want brands to actively **make charitable donations**

**44%**

of UK consumers **boycott brands** with no ethical or eco policy

Source: GWI, livekindly.co.uk, BBC news

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### Prediction:

Brands who can **genuinely and authentically** talk about their wider contribution to society and the environment will see better sentiment this year from consumers, as well as **long term loyalty** for future Black Fridays.

So What Can You Do?



## 7. Shout about what you believe in to stand out and foster loyalty\*

\*Only if it's genuine and relevant



## **8. Consider alternative Cyber offerings that talk to your consumer's passions**

**e.g. planting a tree or % donations**



**9.**  
**If you have a strong  
or unique stance,  
consider a press  
release to further  
showcase your values**

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# Walk the walk

1. **Shout about it if you're genuine**
2. **Consider alternative offers**
3. **Consider a press release for anything innovative**

For more information on how to set these recommendations up in your accounts, speak to your paid media, SEO and digital PR teams to understand your opportunities.



Summer Wilson  
234 E34, My town  
Manhattan NY  
12345

Danny Afternoon  
10 Downing Street  
London  
Greater London  
SW1A 2AA

# Efficiency and flexibility

# What We know

## Efficiency & Flexibility

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For **76%** of shoppers, **convenience is their top priority**.

**95%**

Of consumers say they are more likely to buy from brands **offering free and fast delivery & returns**

**Nearly 9 in 10**

consumers are more likely to buy from brands offering **quick and easy checkout & payment methods**

**9.5 Million**

UK consumers said that they avoided buying from retailers that don't offer **Buy Now Pay Later** services

The last year has exacerbated the demand for speedy delivery and flexible payment options, turning them **from a preference into an expectation** for eCommerce brands.

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### **Prediction:**

Brands that offer fast and/or free delivery and returns, coupled with flexible payment options, will ultimately win the day this black holiday season as consumers value convenience more than ever before.

**So What Can You Do?**



# 10. Be clear about any efficient or free delivery services you offer



# 11. Embrace flexibility by highlighting any “Buy Now Pay Later” Options



**12.  
Streamline  
conversion with any  
clear fast-pay  
options and make  
mobile purchases  
easier**

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# Efficiency and Flexibility

1. Be clear about your capabilities
2. Highlight efficient pay options
3. Embrace flexibility with any BNPL offerings

For more information on how to set these recommendations up in your accounts, speak to your paid media, SEO and digital PR teams to understand your opportunities.



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# How to prepare now

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# The Ultimate Black Friday Top 10 checklist

|   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> <b>Pre- Sales</b><br>Build anticipation in the "Research Phase"      | <input type="checkbox"/> <b>During</b><br>Vary your offers to keep audiences engaged                  | <input type="checkbox"/> <b>Throughout</b><br>Utilise automation to combat any volatility     | <input type="checkbox"/> <b>Throughout</b><br>Personalise ads based on a user's experience of your brand |
| <input type="checkbox"/> <b>Throughout</b><br>Use the opportunity to build out 1st party data | <input type="checkbox"/> <b>During</b><br>Utilise opportunities to upsell/cross sell to build loyalty | <input type="checkbox"/> <b>Throughout</b><br>Be genuine & relevant with any ethical values   | <input type="checkbox"/> <b>During</b><br>Trial alternative, ethical offers                              |
| <input type="checkbox"/> <b>During</b><br>Ensure delivery & payment options are made clear    | <input type="checkbox"/> <b>During</b><br>Streamline conversions with fast payment options            | <b>Key:</b><br><b>Pre-Sales</b> <b>During Sales</b> <b>Throughout (Both Pre &amp; During)</b> |  |

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Thank you

Questions?

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