



The power of SMS marketing:

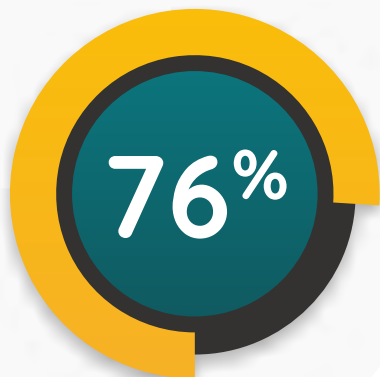
How to maximise Black Friday sales



How can retailers ensure that cash-strapped consumers part with their hard-earned money this year?

In our recent survey, we polled 1,000 people across the UK and are sharing some of the results to help you to boost Black Friday sales and build your own customer buzz...



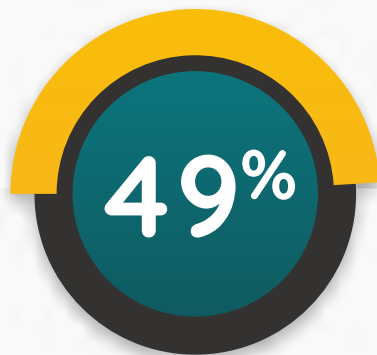


Of shoppers **will rein in spending a month before Black Friday** so they can splurge on the day

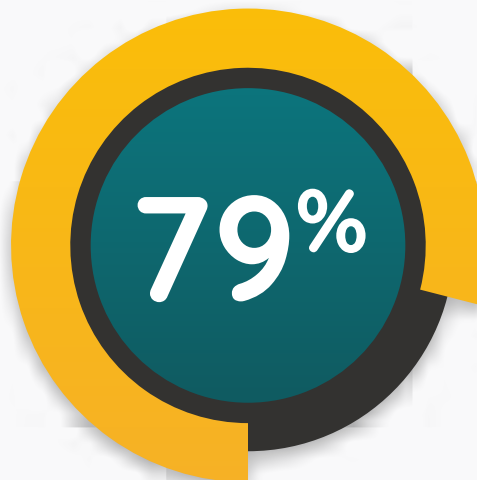


are happy to hear from businesses about Black Friday up to two weeks in advance, with a further 27% being happy to receive promotional messages up to a month in advance





of us expect to have a query or complaint resolved on whatever communication platform we choose, **in just 1 to 5 hours**



of consumers **would consider purchasing a product from a marketing message** received via text/SMS



would be **willing to opt-in** to receive Black Friday related text/SMS messages



The rise of social and mobile technology

Social media is a key platform for informing customers of special offers and keeping them engaged with brands both before and during peak shopping periods. It also works well as an amplification tool with users sharing news of their deals and extending the reach of your offers.

40% of shoppers

would consider being contacted via text/SMS message to receive Black Friday related information.

79% of consumers

would also consider purchasing a product from a company if a marketing message was received via text.

Notifications of a sale, one-time discount or a ‘back in stock’ alert are most likely to pique interest and be positively received.



TREND
#2

Understand your customer and buyer journey

Knowing exactly who your customers are - and where they are spending most of their time online - will be a massive advantage when it comes to Black Friday.

However, consumers' data privacy concerns, and regulations, are making it harder to personalise customer communications and 'own' your customer relationships.

As consumers, we expect personalisation but often have concerns about how our data is being handled which puts retailers in an increasingly difficult position. Business communication platforms can provide companies with the tools they need to manage compliance while gathering customer data at every touchpoint to build deeper customer relationships in real time.

By knowing how and where best to communicate with customers (i.e., what type of language and imagery you need to use and what offers to promote), you'll be doing all you can to encourage them to click on your product and ultimately make that purchase.

TREND
#3

Humanise customer care

In our 'always on' connected world, we expect super-responsive customer service and as the cost of living continues to bite, a multi-channel approach will help you to manage expectations to maintain brand loyalty. And our loyalty appears to be hard won, with only 41% of us opting-in to receive text/SMS messages from as few as one to three brands.

It seems that we are also getting increasingly impatient when it comes to having our queries or complaints addressed, with our research suggesting that more than 27% of us expect to receive a response in 1- 5 hours with an additional 22% of us expecting answers within an hour!

While we're communicating with businesses, we also think nothing of moving between platforms including email, website chat or text message.

When it comes to customer service, businesses need to keep up with consumers and one of the easiest ways of doing that is through messaging apps that allow you to stay the course. Replying in real-time on a preferred platform in a way that is personalised, meaningful and engaging will elevate and humanise your brand in a way that resonates with customers.

Peak trading:

Best practice tips



1. Market early

More than half (56%)

of our respondents said they were happy to hear from businesses about their Black Friday plans up to two weeks in advance of the date.

While a further 27%

would be receptive to promotional messages being sent up to a month in advance.

And according to our research, **three-quarters (78%)** of respondents will stop spending up to a month before Black Friday so that they're ready to splurge in the sales



2. Build & manage contacts

By using content marketing throughout the year, you can encourage your visitors to sign up for newsletters and your social channels. That way, you can build powerful remarketing and email lists to reach your target audience cost-effectively.

Make sure your contact lists are well maintained by considering the following tactics:

Segmentation: based on personalised preferences such as demographics, purchase history or messaging (e.g., discounts, events, or newsletters.)

Analyse your data: Anything we do by email can be tracked. If users opened your email, clicked through the links in the email you sent them or interacted in any way, you can track this activity to help you shape more personalised communications.

Re-engage: If you have inactive subscribers in your email list, think of sending them a re-engagement email as it's possible that you've just fallen off their radar and they don't want to lose contact completely (our research shows that 41% of us stay close to between 1 and 3 favourite brands.) Re-engaging old contacts is an important consideration as it's significantly cheaper than converting new visitors into email list subscribers.

3. Optimise for mobile first

Considering that one-third of all UK shoppers use their mobile devices to make a purchase, it's worth exploring SMS marketing as part of any strategy this year to deliver Black Friday communications and drive traffic and sales. You can also boost your likelihood of mobile shopping success by improving site navigation and page download speed and by offering one-click purchases to mobile-first customers.

In a digital world where everyone is competing for customer attention, standing out from the crowd is becoming harder than ever.

Our multi-channel solutions help companies to create engaging, interactive experiences that increase engagement, boost conversion, and build stronger customer relationships. Need to elevate your Black Friday conversations?

Talk to our experts today





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