

The background is a dark blue gradient. It features several white circular icons containing the pound sterling symbol (£), each hanging from a thin white vertical line. There are also two white stylized Christmas trees, one in the bottom left and one in the bottom right.

# The Biggest Dates In eCommerce 2022

THE Good  
Marketer.

# Introduction.

Over the last 12 years, Black Friday has woven itself into the UK, and it's here to stay. While many brands have embraced the sales period, other brands still feel that: "It's just not right for us" or our favourite: "It's a US thing, it's not that popular in the UK" (despite Black Friday generating almost **£10 Billion in revenue** in 2021 alone).

However, Black Friday isn't a lone sale like Easter or Pay Day, our clients often want to see how Black Friday performs before deciding on what Christmas sale to run,

and the two sales periods are so close together that Black Friday performance can be a great indicator of how successful your Christmas sale will be.

So if you're looking to run your first Black Friday offer or you're a Black Friday vet but are looking to up your game, then look no further. This report takes you through industry trends for Black Friday and Christmas over recent years, predictions for 2022 and **all you can do to prepare and have a very merry Black Friday.**

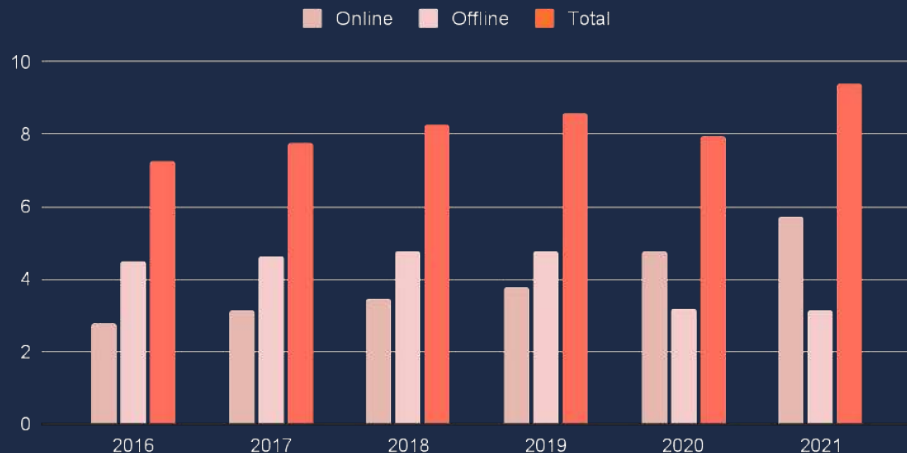
# Black Friday – The Last 5 Years.

Growth in Black Friday sales have been increasing since 2017 (£7.78B in 2017 vs £9.42B in 2021). Growth was slow to begin with, eventually declining in total revenue in 2020, this being due to the Coronavirus pandemic.

*However, Black Friday 2021 paints a different picture. Say goodbye to slow growth rates and offline sales as online finally reigns supreme. 2021's Black Friday saw a whopping £1.47B increase in sales when compared to 2020, the most interesting part of this is the split between offline and online sales. While 2020 was the first year for online sales to overtake offline sales during Black Friday, this is to be expected due to restrictions that forced lot's of unessential shops to close.*

## Black Friday & Cyber Monday

Expected spend in billion GBP



# Black Friday – The Last 5 Years.



However, this trend not only continued through to 2021 Black Friday but it also furthered the gap between the two channels (£1.59B difference in 2020 vs £2.33B difference in 2021). There was no literal reason for this difference as there was in 2020, only a shift in consumer trends which clearly identifies where to bet your chips for 2022.

When surveyed, fewer and fewer people reported they would be buying anything during Black Friday. However, the stats don't lie and the market value for the Black Friday sales period is increasing year on year. This tells us that despite consumers becoming more savvy, they still can't resist great marketing when it is accompanied by a compelling offer.

The top 4 factors that influence a consumer to purchase during Black Friday have been: **Free delivery, a good offer, an easy to use app or website and a buy-online-pick-in-store option.**

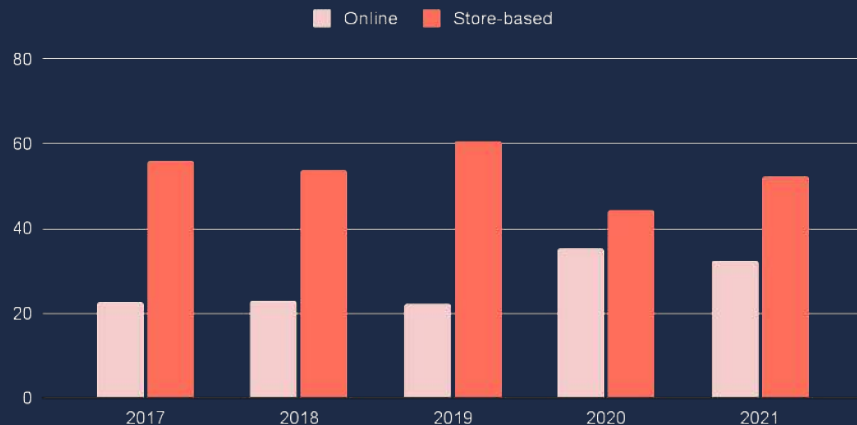
# Christmas – The Last 5 Years.

As you have probably guessed, the market value of Black Friday is miniscule in comparison to the goliath that is the Christmas season.

You might be surprised and scratching your head to see that brick & mortar sales are still sitting on the throne for the Christmas period, let's take a look at that. In our experience, consumers still enjoy shopping in physical stores during Christmas as it is part of the tradition. As you can imagine, people like seeing the decorations, hearing Christmas music and shopping with friends and relatives. Regardless, online sales have increased by 45.24% from 2019 – 2021, while offline sales decreased by 13.80%.

## Christmas Sales Period

Sales value in billion GBP



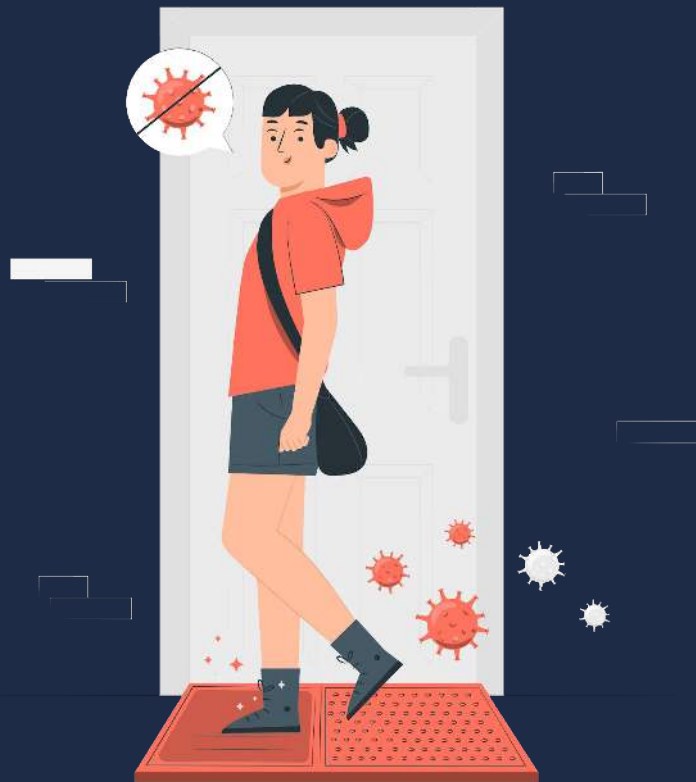
# Why This Year Will Be Different.

Heraclitus, a Greek philosopher, is quoted as saying "change is the only constant in life." The same can definitely be said for marketing. Each year will have its differences to the previous year, the economic landscape and consumer habits are constantly changing.

## COVID-19.

I'm sure it hasn't escaped you that we've seen less and less coverage of Covid-19 in the media in 2022. While Covid-19 is still a health hazard we should all be cautious of, the general public have (for the most part) returned to normal. As a result, 2022 is the first year since 2019 where the general public will both be allowed to shop in person and not be worried about catching coronavirus.

While we've observed a general shift with more sales going online, we should brace ourselves for the brick and mortar comeback - even if that is only for 2022.





## **COST OF LIVING CRISIS.**

Everyone in the UK has been affected by the cost of living crisis-whether you earn £25k or £50k - we've all noticed our energy bills increasing, the cost of food going up and our monthly wages getting spread thinner and thinner.

It doesn't take a marketing whizz to realise that this is causing consumers to tighten their belts and spend less on non-essential items.

As an agency we've seen a lower volume of sales across lots of our clients when compared to the previous quarter or the same quarter in the previous year.

## COST OF LIVING CRISIS.

We've placed a big focus on discounting items with flash sales, payday sales, Spring/Summer sales etc. to increase the volume of purchases while working to boost the average order value (incentives such as *'free delivery when you spend £x'* or creating bundles of products) to get the most out of each sale.

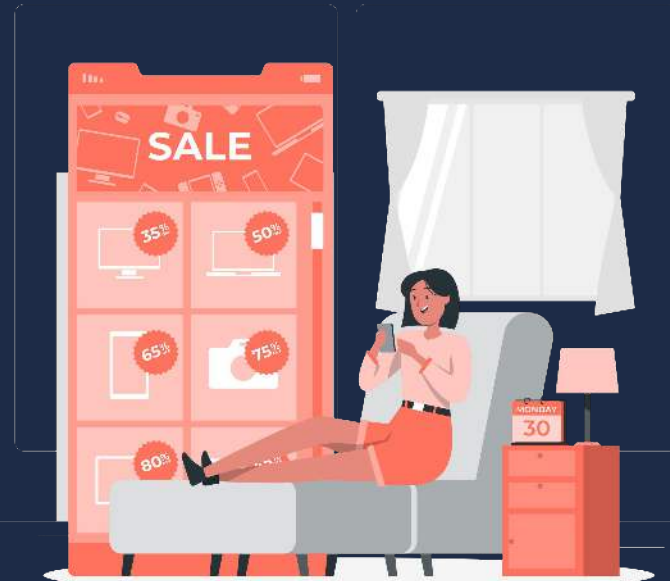
In short, this means we should expect to see the best discount win come Black Friday and Christmas. In recent years we've seen more and more brands carrying out *'anti Black Friday'* sales in which the focus isn't on a discount but instead on sustainability and spreading brand awareness i.e *"we'll plant a tree for every sale during this period."* With the crunch on everyone's wallets this year, we estimate that consumers won't humour these anti Black Friday sales over a good discount.





# Predictions For Black Friday & Christmas.

So, we've already shown how consumers' focus will be on the biggest and best discount this year but how will Black Friday compare to Christmas? We won't keep you in suspense, our predictions are **(drum roll please):**



# Predictions For Black Friday & Christmas.



1

Black Friday sales are going to be dwarfed by sales over Christmas. The general public will be completely conscious of the price tag that is associated with Christmas, they will save their money through Black Friday in order to have a very merry Christmas.

2

However, consumers will expect a bigger discount. If you're able to accompany your discount with the words "Enjoy Our BIGGEST EVER Black Friday Offer" it is much more likely to cut through the noise, stop the user scrolling and ultimately purchase. In 2021 we saw businesses that offered 25% off or more performed much better over those that offered below 25% off.

3

This doesn't mean that Black Friday will be a bust. The UK accounts for over 10% of global Black Friday internet searches and 2021 saw the biggest Black Friday in UK history, the interest is certainly there. We expect sales to slow in early November more than ever, as discount shoppers prepare for the Black Friday deals.

4

We've already seen this play out over Summer; while UK festivals have been forced to shut down due to low ticket sales, the holiday industry has been booming despite charging higher and higher prices (flights are on average 30% more expensive than pre-pandemic levels). This is a clear example of consumers deciding to sacrifice going to a festival, in order to afford a nice holiday. In the same vein, we expect consumers to sacrifice an attractive Black Friday deal so they can afford a Christmas with all the trimmings.

# Predictions For Black Friday & Christmas.



**If you're wondering why we're releasing this report now... In August, rather than closer to the Black Friday, it's because of all the preparation you'll need to do to get Black Friday ready.**

1

Firstly, you should start building out your email list, whether you've got a 100 email subscribers or a 100,000 - it's important to have new users to remarket to that have already been warmed up to your brand when Black Friday arrives.

2

In regards to building your email list - it's important to use this time to perfect what you're offering in exchange for an email sign up to improve your conversion rate. Each audience is different, we've seen brands fail at offering 50% off a first purchase in exchange for the user's email but instead succeeding when running a giveaway (despite that costing the brand considerably less money).

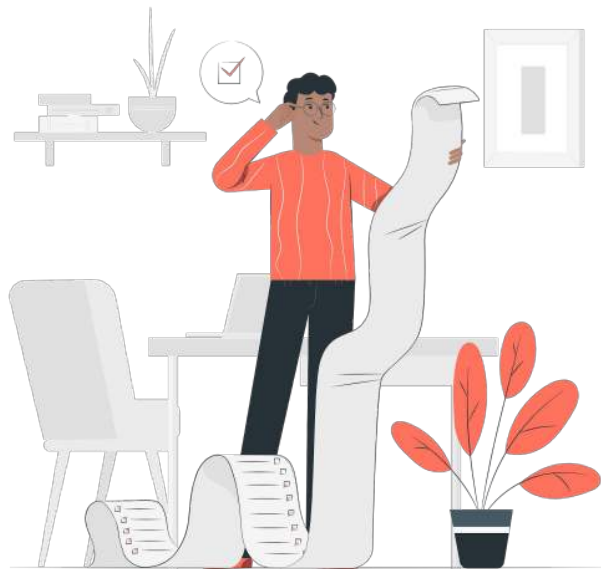
3

Right now, in August, you've got something you won't have in November... time. Time to test what makes your audience tick, what stops them scrolling, what words cut through the noise and what offers motivate them to purchase.

# How You Can Prepare.



# How You Can Prepare.



4

Starting with your audiences, I'm sure you have an idea of your bread and butter target audience, but targeting people that are also looking to snap up a discount may be slightly different to usual. Use this time before Black Friday to test new interests and audience set ups with payday sales, Summer sales etc. And use those insights to create audiences you know (not think) will work come Black Friday.

5

If you've generated lots of website visitors in the lead up (ideally 1000+) then you can retarget those people with Black Friday ads, why not? We know they're interested in your products and that they're typically motivated by discounts.

6

If you've done the prep we've suggested, you should be able to use the same customer data to create Lookalike audiences. This essentially means the paid platform you're advertising on will find hundreds of thousands of prospects that look just like those customers (interested in your products and motivated by discounts). Are you beginning to see how important prep for Black Friday is?

7

What stops your audience scrolling? Use this time to test which creatives generate the highest outbound CTR and deliver the most traffic to your site. Firstly, think about different types of creatives: images vs carousels / short form video vs long form video.

8

The same level of testing should be applied to your sales messaging (ad copy). While we typically see that straightforward and to the point sales copy performs the best over Black Friday, your product might need more room to sell itself to cold audiences (explaining what pain points it solves). That's why it's so important to prepare for Black Friday by knowing what kind of messaging you're going to run.

9

Once you have a good idea of which formats generate the most traffic, you can start testing the nitty gritty. Should you include the offer in the creative? Should you show your products standalone or your products being used by customers? Should you use models or UGC (user generated content) from real customers? What colours should you use? There is a lot to test. Thankfully, you have a lot of time.

# How You Can Prepare.





# How You Can Prepare.

10

Once November starts you should start building hype around your Black Friday offer, wherever your audience is: Tik Tok, Instagram, Twitter, Emails, SMS (the list goes on). Tell people that you've got something big coming this Black Friday. At worst, it'll increase people's likeness towards your offer when they do finally see it, at best they'll search for your offer during Black Friday and may tell their friends about it.

11

In short, the Black Friday sales period isn't very long, even with the extended sales periods and Cyber Monday, you're only looking at less than two weeks. That isn't enough time to gain useful insights and action them into brand new marketing assets, which is why preparation and testing leading up to Black Friday is so important.

# 2021 Black Friday Learnings & 2022 Suggestions.

The Good Marketer has a team of experienced and dedicated marketers with a combined 50+ years of experience, or to put it another way... We've seen a hella lot of Black Fridays! To finish this report, we've included details of what has stood out for us and worked well in last year's Black Friday campaigns.



In 2021 we saw extremely sales focused ads working incredibly well, that means the ad creative is very simplistic (usually just featuring the product and the offer in clear bold text with black as the primary colour shown in the creative).



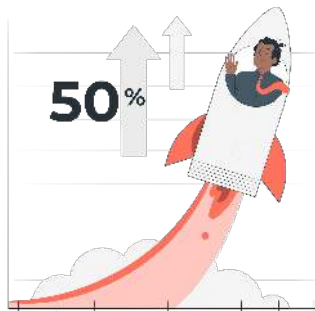
In terms of what style of ad copy delivers the highest return, that is still up for debate. With some brands, we made great use of short form copy, primarily just pushing the offer with a couple of key USPs and a clear CTA while other products with a higher price point, less appealing offer or more competition still required longer ad copy to convince the consumer to purchase.



The same learnings apply to Paid Search as much as Paid Social. Last year we saw tremendous success on Google ads with many of TGM's jewellery brands through simplistic sales focused ad copy, ensuring to mention the offer multiple times in the ad along with the actual words "Black Friday sale".



# 2021 Black Friday Learnings & 2022 Suggestions.



In 2021 we saw a higher volume of sales across all channels through building interest in our Black Friday offer in the lead up to the sale period. We would run lead generation ads on paid social, encouraging audiences to subscribe to our clients mailing list. This made users on the mailing list feel like they were getting an exclusive deal, making them more inclined to purchase.



When the time came to push the sale elsewhere we truly reaped the benefits of our pre Black Friday lead gen ads by remarketing to those new email subscribers along with the existing audiences in our email list.



In terms of the offer itself, keep it simple. Across all industries we operate in, there is nothing worse than a convoluted offer. What appeals to you more?: "SAVE 25% ON ALL PRODUCTS" or "BUY 1 GET ANOTHER ONE 30% OFF WHEN YOU SPEND £60 OR MORE".

# Summary.

We hope you've found this report useful and you're able to put our learnings to good use and have your best Black Friday and Christmas sales yet. We've summarised our recommendations below, into bitesize, actionable points.

- Begin focusing on your email list as early as possible.
- Optimise and improve your lead capture - test landing pages vs lead generation ads.
- In November, begin building hype with your audience about your Black Friday offer (on all channels you can be found on).
- Test your Black Friday offer in the lead up to Black Friday, if you plan to offer 25% off then offer 20% off as a payday sale and see how it performs, its success will be a good indication of if you need to offer more for Black Friday.

- Keep it simple, you're competing for audience's attention here so give them a simple offer that lets them easily envision the savings.
- Offer a bigger discount, we strongly predict that this will be the primary focus for 2022 Black Friday consumers.
- The creatives we've seen work best are very minimal, typically just featuring the product in question, the offer you're providing in clear bold text and use black as the most prevalent colour.
- Keep your copy simple and sales focused. While there are still audiences that will require more convincing in order to purchase, we've seen the most success with short and to the point ad copy.

# Summary.

... The recommendations aren't done yet! Find our last actionable points below to have your best Black Friday & Christmas sales yet.

- Start early. We know it's a running joke that brands will launch their Black Friday sales a week before Black Friday but it's a "running" joke because it works. There is so much competition during this time that getting to your audience first is key to success.
- Keep interest and intent fresh by offering a smaller discount before Black Friday and your full discount during Black Friday (20% vs 25% for example). You might not get a lot of bites in the pre-Black Friday sale but it'll make your full Black Friday offering seem all the more enticing.

- And last but certainly not least... Cyber Monday! Too many businesses forget about Cyber Monday until it's too late. Cyber Monday has in the past actually outperformed Black Friday in terms of revenue generated, it's definitely worth thought and consideration.

# Seasonal Marketing Packages.

So, now you're off to a good start in terms of planning for your biggest Q4 yet, why not make it a reality with a little help from TGM? Our limited Seasonal Marketing Packages are on offer for businesses looking for a little extra support around these key sales dates.

## 3 MONTH SEASONAL CONTRACT

Choose any one of our existing marketing packages and sign on for a 3-month fixed seasonal contract to cover October, November and December. Sign up **before the 20th September** and you will get 5% off.

## 2 MONTH SEASONAL CONTRACT

Alternatively, choose any one of our existing marketing packages and sign on for a 2-month seasonal contract to cover the key Black Friday and Christmas period in November and December.

For more information on the specifics of our marketing packages, check out our [website](#) or [book a call](#). Standard support includes: Copywriting & Creative, Detailed Reporting & Strategy and a Dedicated Account Manager.