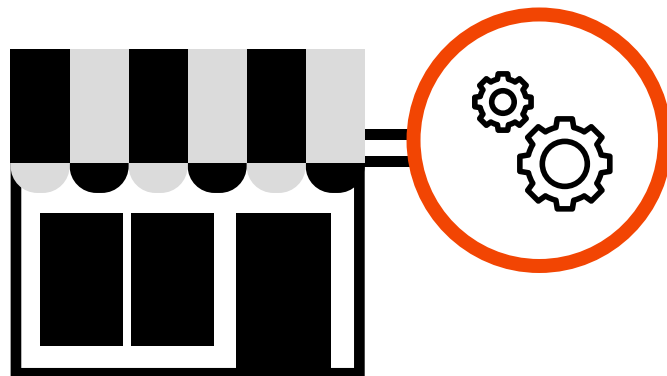


Success over Black Friday requires retailers to adopt marketing strategies aligned to their commercial objectives. Each of the six retailer personas has specific activities they can implement to achieve their aims.

THE SIX TYPES OF BLACK FRIDAY RETAILER

Traditionally used as an opportunity to shift unsold stock, retailers are reappraising Black Friday and taking a more nuanced approach. Epsilon has identified six broad retailer types based on their strategy around this crucial trading period.

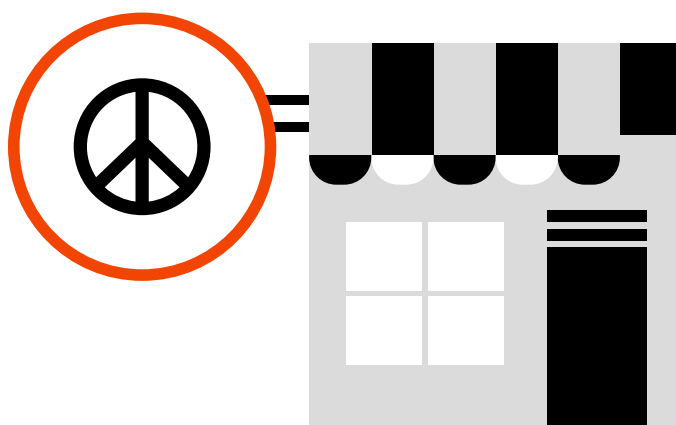


BLACK FRIDAY BEHEMOTHS

This group have Black Friday embedded in their annual plans. Focused on discounting, they offer deals over a vast selection of products across every site category. By heavily investing in digital technologies, they have established sophisticated omnichannel capabilities resulting in them becoming the big Black Friday winners.

GREEN FRIDAYERS

With a 'planet not profit' mindset, this group have a principled approach to Black Friday, focusing on their eco-friendly credentials. Although representing only a small group of retailers, there is a growing groundswell amongst consumers around supporting their aspirations.

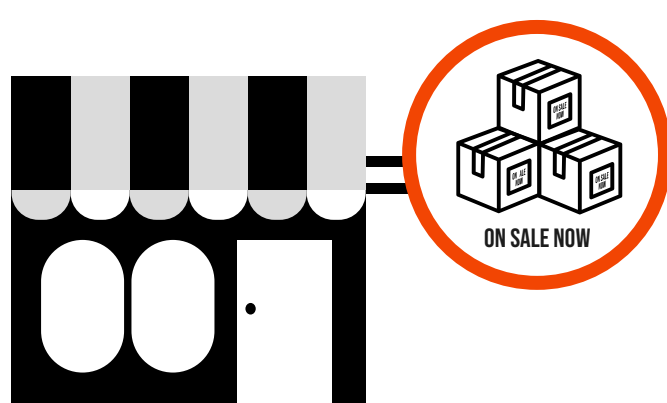
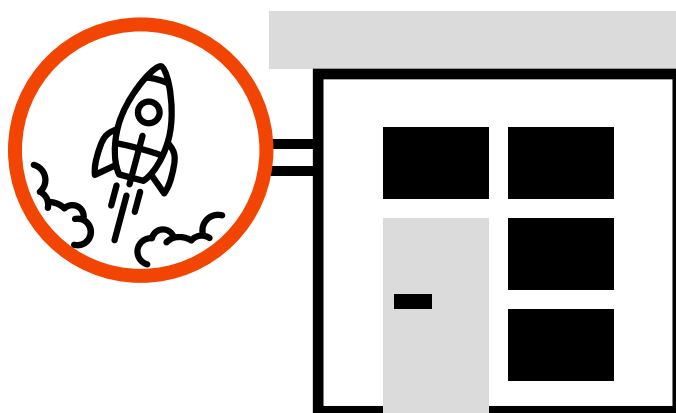


LOYALTY-CONSCIOUS

For this group, Black Friday is an opportunity to reward their existing customers. They recognise loyalty delivers long-term profitability and focus on their current customers to enhance their relationships. Black Friday is used to highlighting the value customers gain from this partnership by offering tailored deals to this core group.

BLACK FRIDAY AND BEYOND

They see Black Friday as part of an integrated Christmas strategy. Taking a broader trading perspective, they seek to shift consumer activity over the whole period, not just a few days. Black Friday helps raise their brand profiles in the critical run-up to Christmas, and they use customer sentiment to drive action.

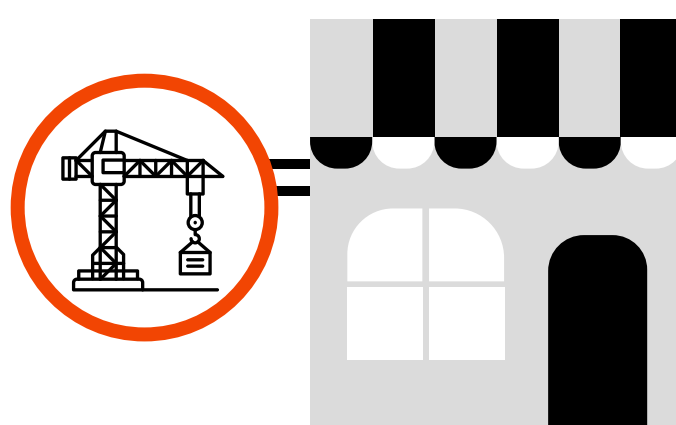


STOCK SHIFTERS

This group has a traditional approach to Black Friday, focusing on liquidating stock that has not sold over the year. Based on how the autumn season performs, additional sales lines will be added as necessary to liquidate stock. Although businesses may have a different strategic focus, this persona has an element in many retailers planning.

BUSINESS BUILDERS

This group uses Black Friday to drive their customer acquisition strategy: gain customers at the end of the year and convert them into frequent buyers over the next 12 months to grow their businesses. For them, acquiring customers at this stage helps determine their success in the following year.



THE BOTTOM LINE

One size does no longer fits all when it comes to Black Friday. For effective marketing, the strategies must support the objective, so retailers must adapt their approach based on their goal over the peak trading period.

GET MORE
ACTIONABLE INSIGHTS



DEFINING YOUR
BLACK FRIDAY STRATEGY

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