

Fuelling growth from happy customers



Courtney Wylie
VP Product and Marketing
courtney@mention-me.com





SWOON

FARFETCH

Rapha



DIESEL

FIGLEAVES

JD WILLIAMS

PRETTYLITTLETHING



OLIVELA



sodastream

MATCHES
FASHION.COM

ORLEBAR
BROWN

Seraphine



MISSGUIDED
PEACE, LOVE AND FASHION

BLOOM
& WILD

mention

LIBERTY
LONDON

joules



PH*TOBOX

HOBBS
LONDON

KURT
GEIGER

GLASSES
DIRECT

DEMELLIER
LONDON



White
STUFF

M&S

me

benefit
SAN FRANCISCO



FEELUNIQUE

hush



BIRCHBOX



POLARN
O. PYRET

thortful

Joseph
Joseph



L.K. Bennett
London

Iceland

COLE HAAN



RIBBLE



Huel

HARVEY NICHOLS

JoJo Maman Bébé

ASOS
discover fashion online

Winners and losers from the Covid-19 pandemic



Nest Builders

Examples: food & drink deliveries, gifting, wellness.

Early rush of shoppers (many for the first time online) looking for essentials. Often suffered huge demand and struggled to cope. Most have now adapted

Goal: Retain



Pandemic Pausers

Examples: physical retailers, retailers with supply / warehouse issues, travel

Those who have had to close and/or furlough many staff either because of physical shops or because warehouse conditions didn't support social distancing. Slow return to normal.

Goal: Reactivate



Home-work Heroes

Examples: hair care, hobbies, DIY and gardening projects, educational aides for the kids, comfy home wear

There were plenty of 'new online essentials' as we learned to live in lockdown. Demand remains high as home working continues.

Goal: Retain



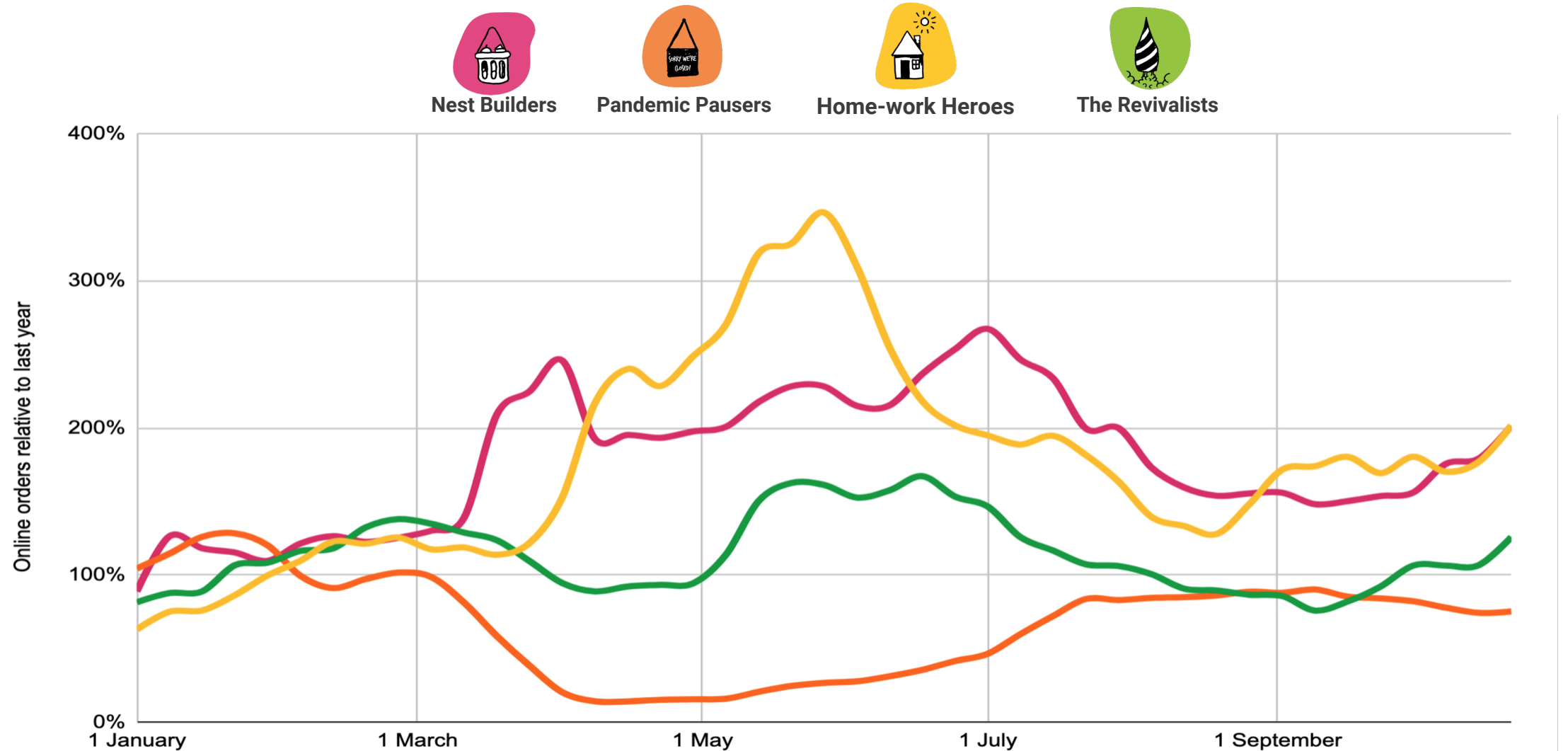
The Revivalists

Examples: bikes, BBQs, solo sports, back to school

Easing of lockdown creates new opportunities across the demographics.

Goal: Retain

This is how those businesses have performed this year



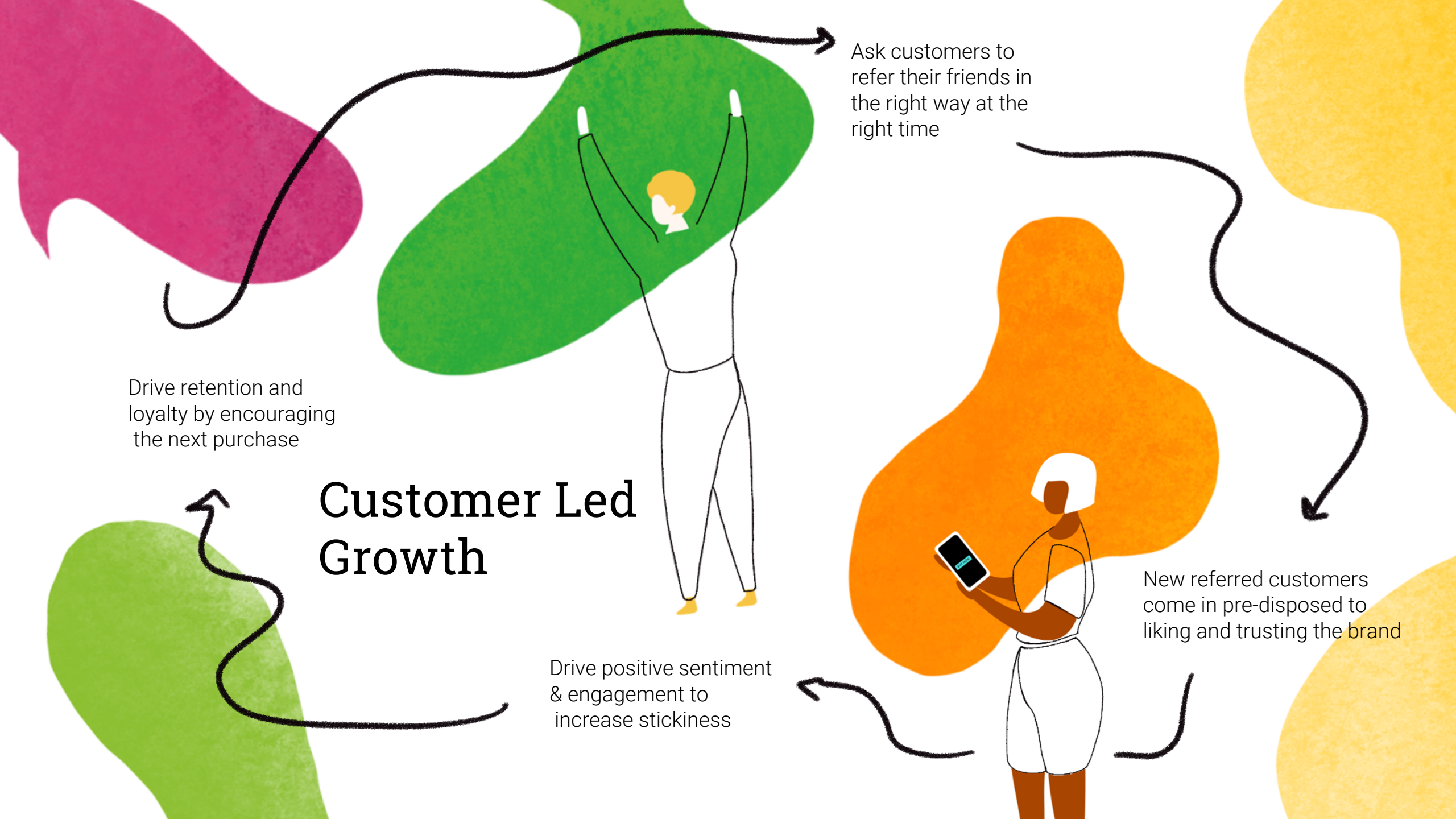
Customer Led Growth

Drive retention and loyalty by encouraging the next purchase

Drive positive sentiment & engagement to increase stickiness

Ask customers to refer their friends in the right way at the right time

New referred customers come in pre-disposed to liking and trusting the brand

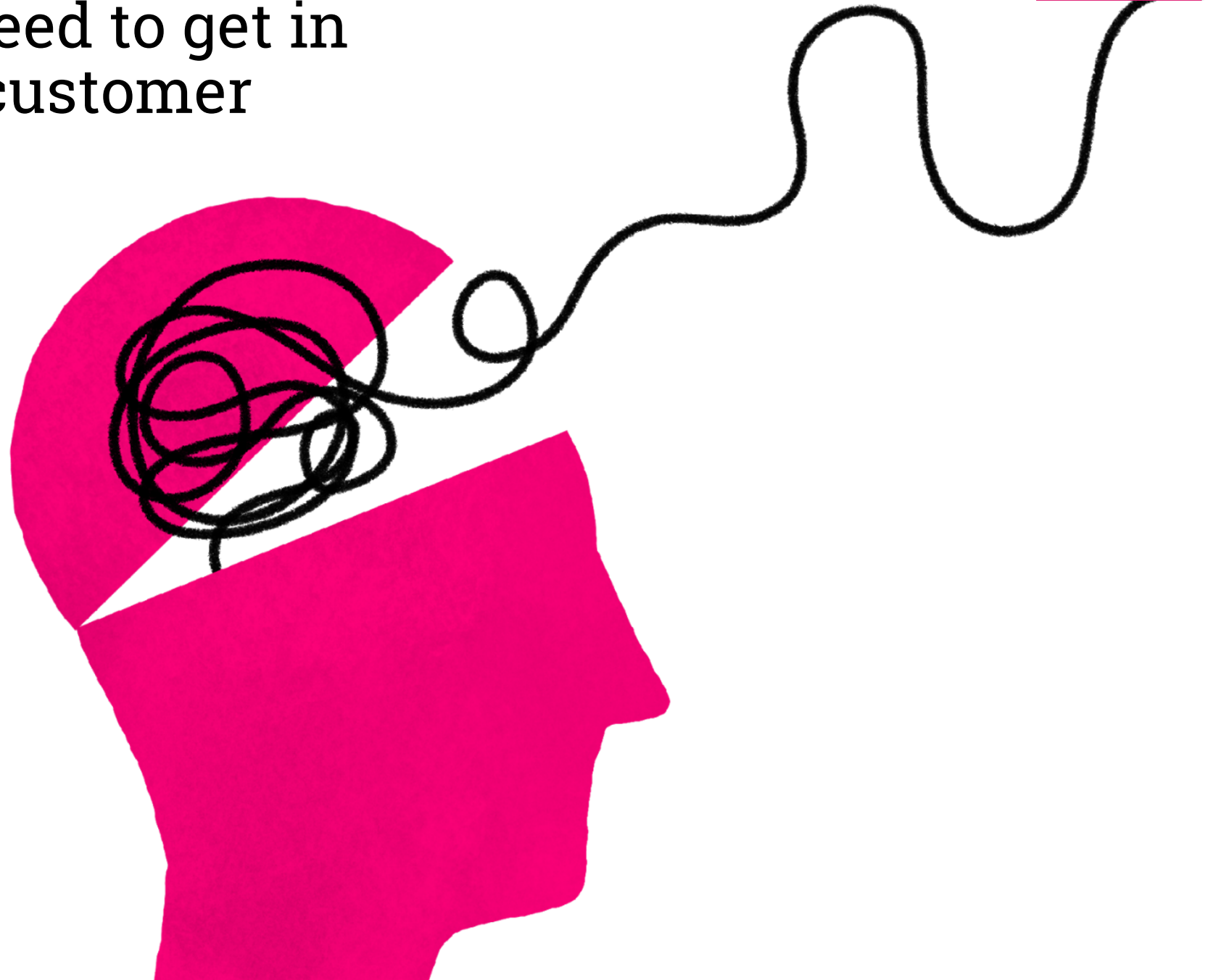


Customer Led Growth drives Extended Lifetime Value

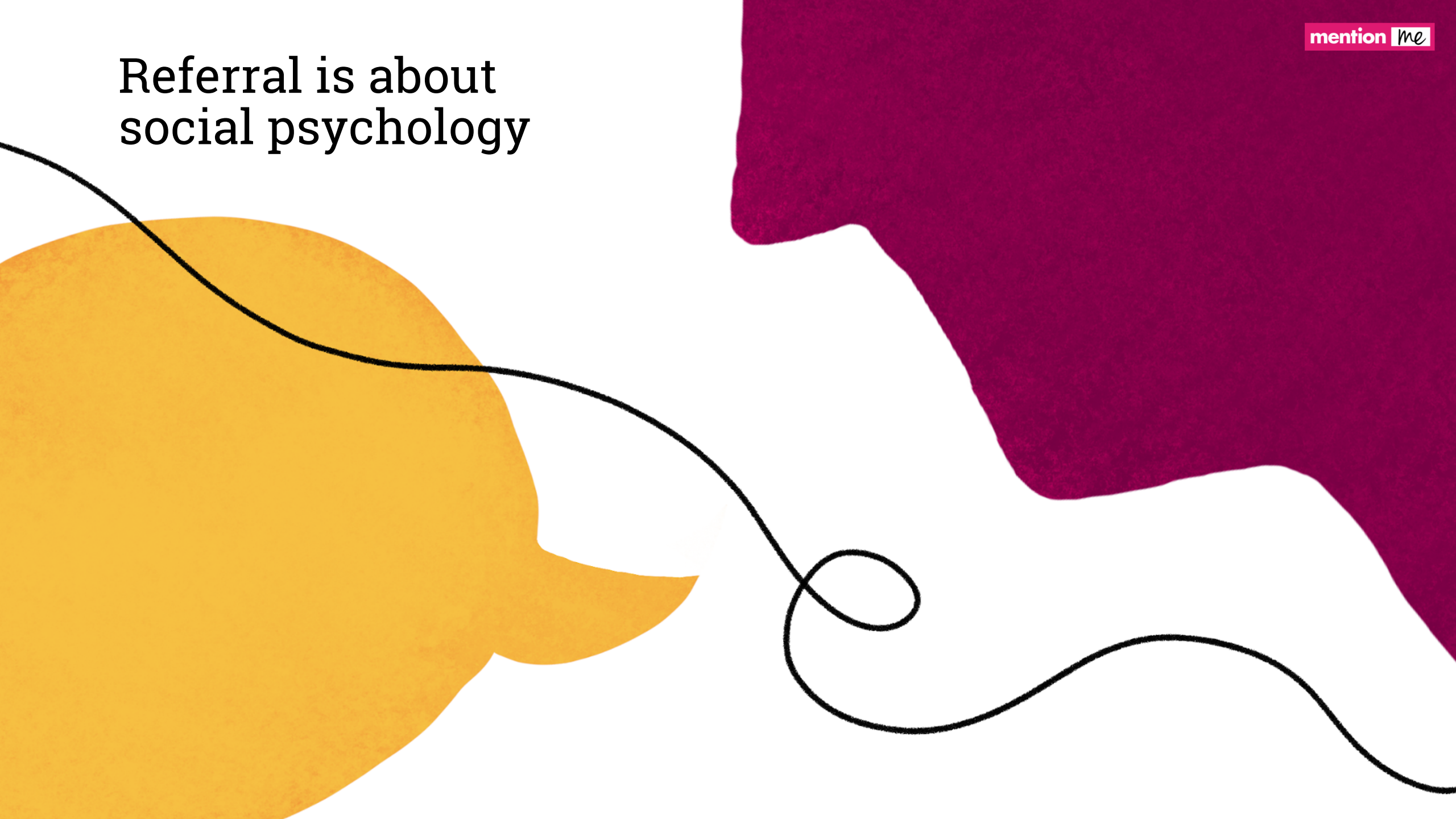
Ecommerce example
Average contribution for
50 most valuable customers



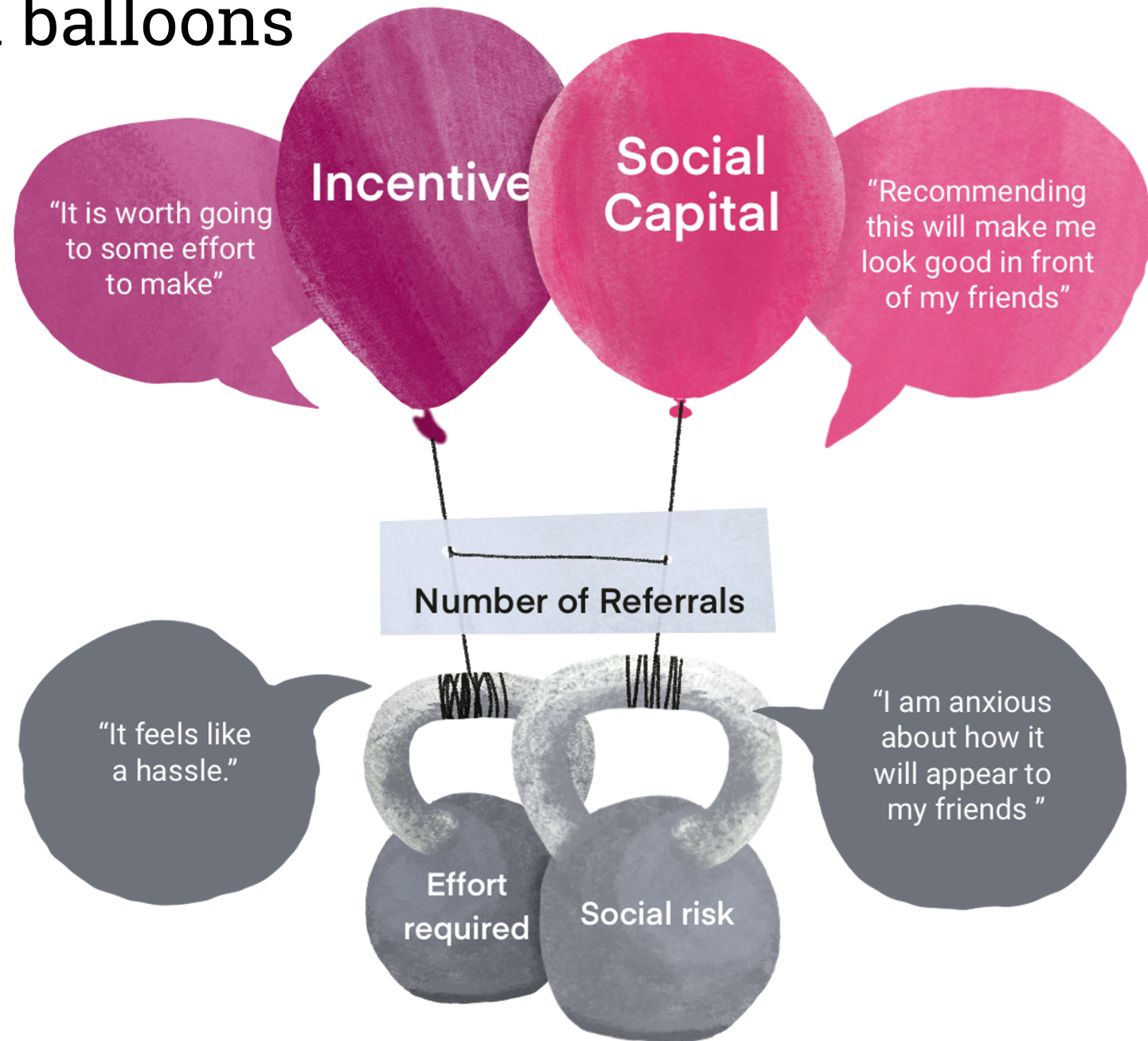
To do this you need to get in
the head of the customer



Referral is about
social psychology

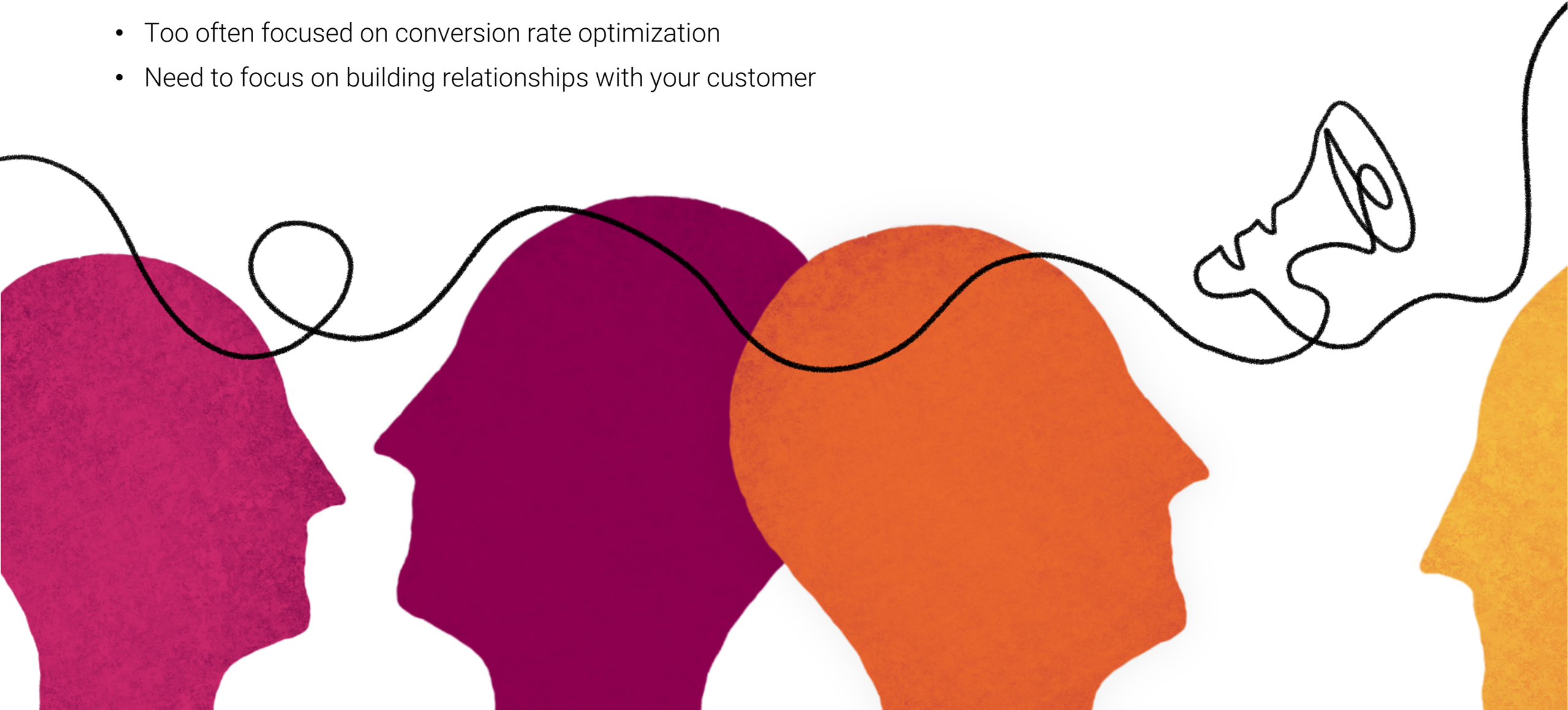


The weights and balloons of sharing



We often forget that retention about psychology too

- Too often focused on conversion rate optimization
- Need to focus on building relationships with your customer

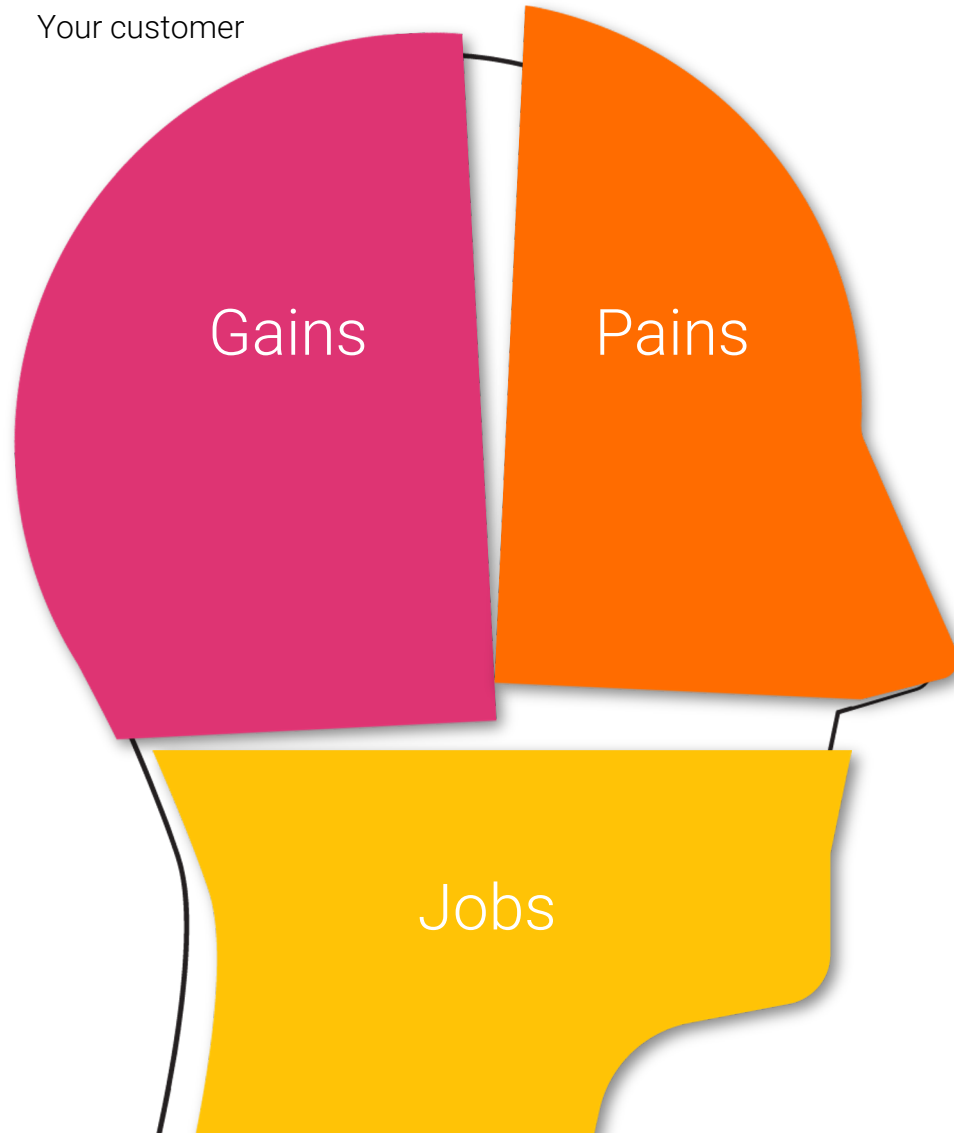


Our customers are complex creatures and we need to get inside their heads



To drive results you solve for the customer psychology to achieve your goals using the best tactics

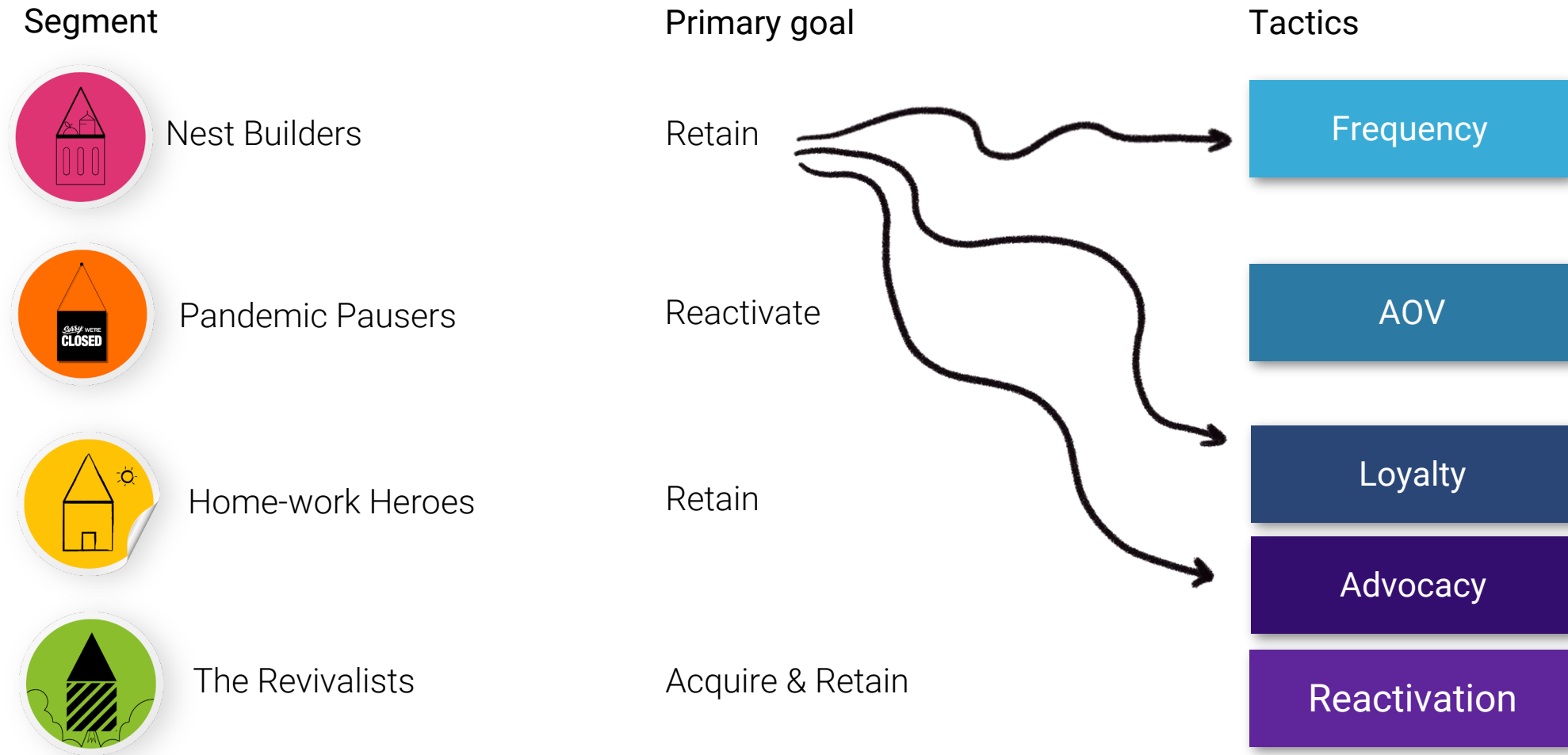
Your customer



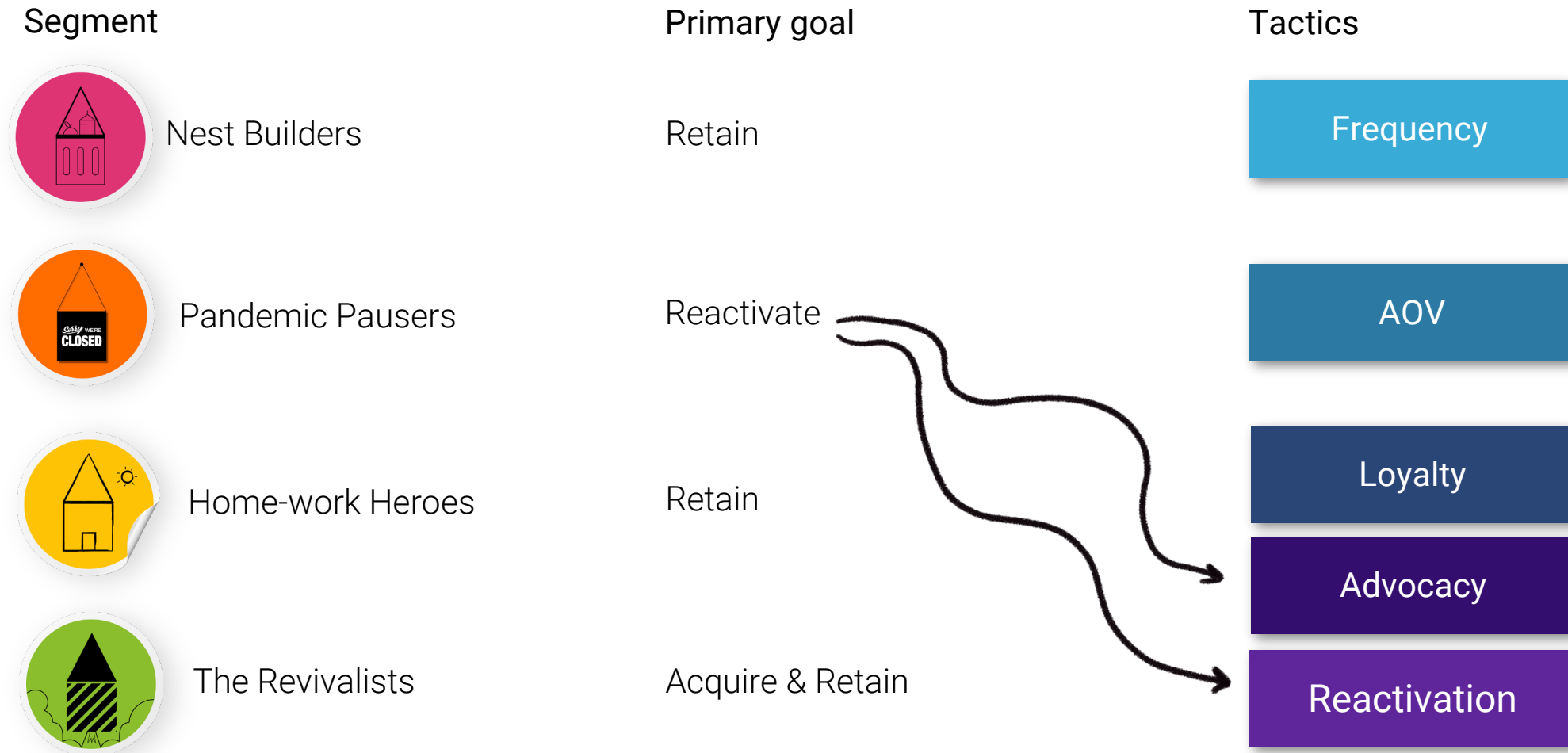
Marketing Goals & Tactics



Given how your business has performed you will have different priorities



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To drive results you solve for the customer psychology to achieve your goals using the best tactics

Your customer



Marketing Goals & Tactics

Frequency

- Show rest of range
- Show follow-on/complimentary product
- Show bestsellers
- Focus on shortening frequency between 1st and 2nd purchase
- Referral reward encourages repeat
- Content to encourage useage
- Click & collect
- Offer Klarna

AOV

- Message sale items
- Reduce reliance on discounts
- Change timing of discounts
- Increase AOV of 2nd or 3rd purchase
- Product bundles for segments
- Segment by AOV - different behaviours

Loyalty

- VIP programme
- Social channels recruitment
- Tap into 'feel good factor' with messaging
- Develop product proficiency
- Explain the process
- NPS or satisfaction survey

Advocacy

- Tap into feeling of discovery / help others discover
- Show message to delight
- Try understand when customers become advocates
- Segment by NPS
- Segment by order number
- VIP programme
- Try different rewards

Reactivation

- Build on familiarity / brand mission
- Message from CEO
- Seasonal or relevant content, new products, sale items
- UGC
- Product recommendations

You can use segmentation to identify where a customer is likely to be in their journey with you

Standard segmentation

Order number

Current Spend

Total spend

Frequency & recency

Share count

Strategic segmentation

Unicorns

Students

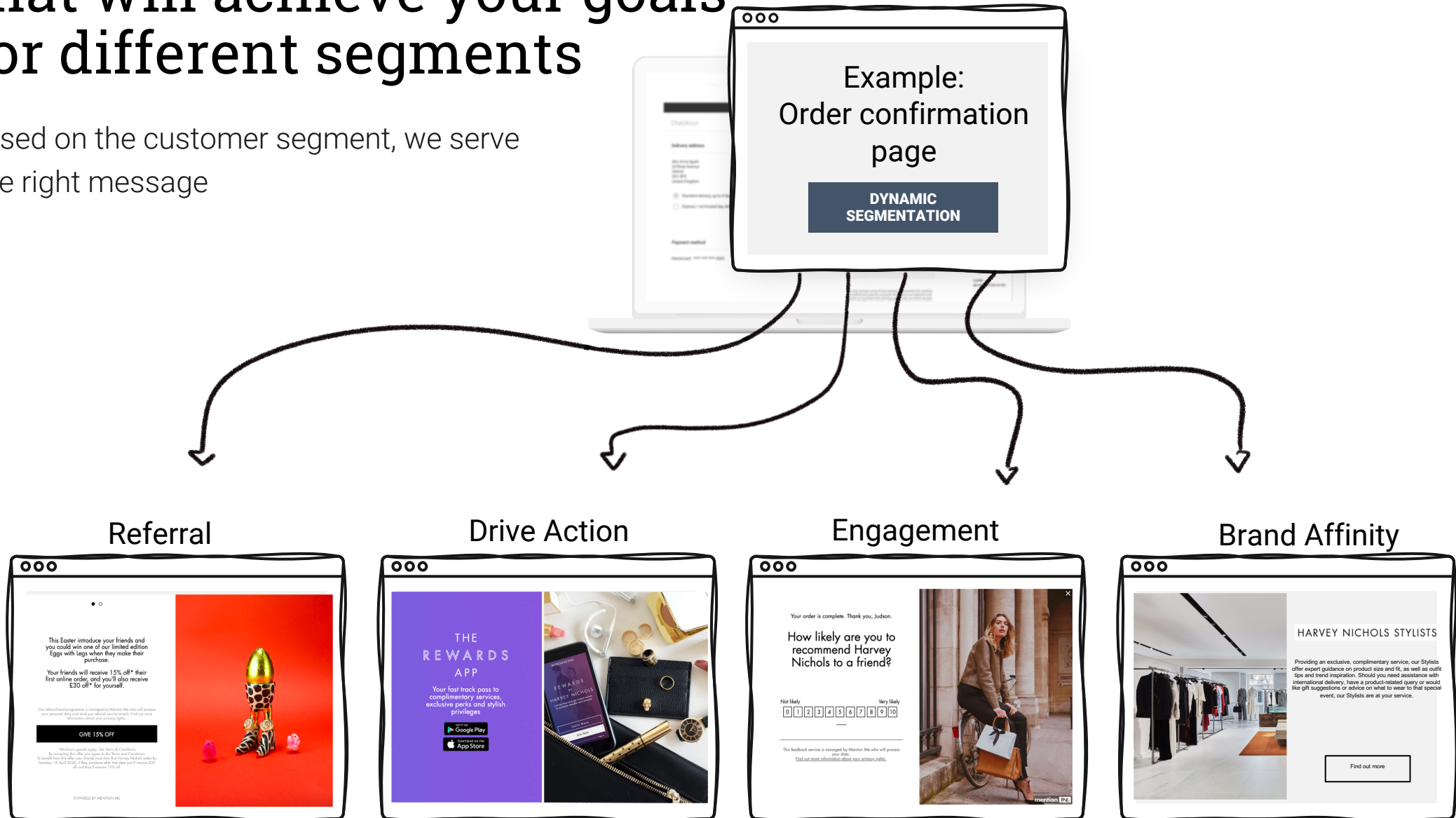
Product Category

Location

Frequency & recency

You can then share content that will achieve your goals for different segments

Based on the customer segment, we serve the right message



Maurice,
We're delighted you've
joined us!

Thousands of like minded knitters shop with us every month, so you're in great company!

[EXPLORE FOR INSPIRATION](#)

POWERED BY mention **me**

Thanks for your purchase, now put it to work!

We have a host of video tutorials to teach you
fabulous techniques and boost your skills

From beginner to advanced, we've got new skills for everyone to learn

[LEARN MORE](#)

POWERED BY mention **me**

32%
increased revenue
per customer
over 60 days

Your order is complete

Herbert, A good knit needs more than
needles and wool

Find inspiration in our community of passionate crafters

[INSPIRE ME](#)

POWERED BY mention **me**

Hello Knitter!
Welcome to the family!
Buy again in the next 7 days
and get

15% OFF

When you spend over £15

ABC123-demo-coupon [COPY CODE](#)

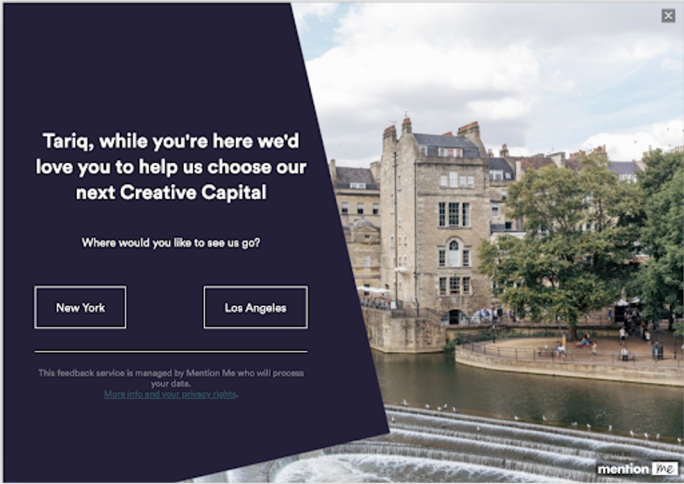
[SHOP NOW](#)

Email me my reward

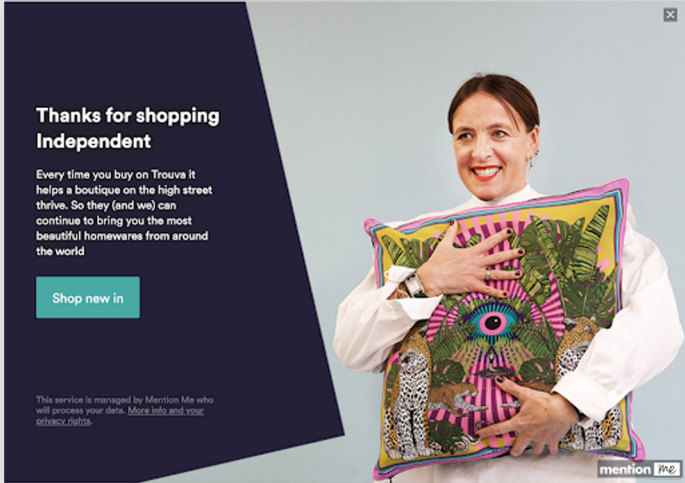
POWERED BY mention **me**

46%
increased
revenue per
customer over
60 days

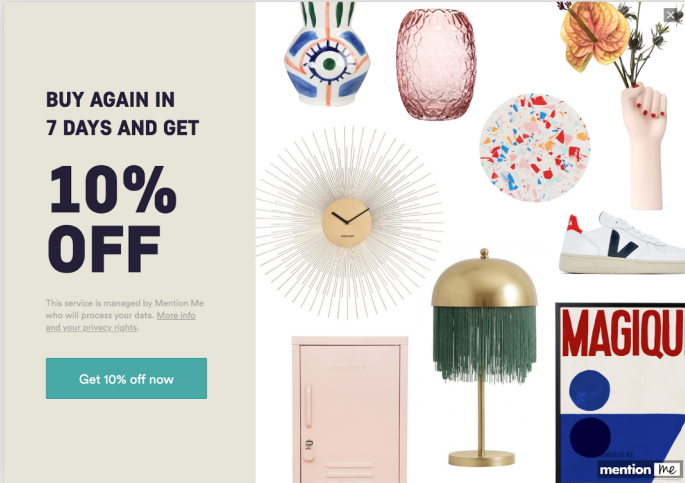
-love-
crafts



Brand education through engagement

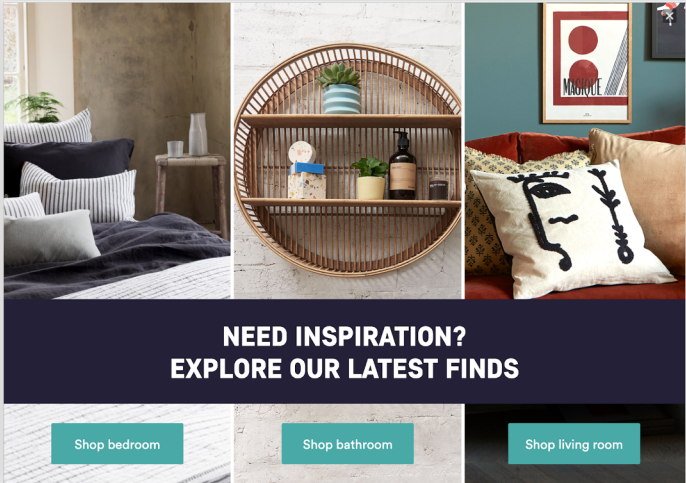


Reinforce USP

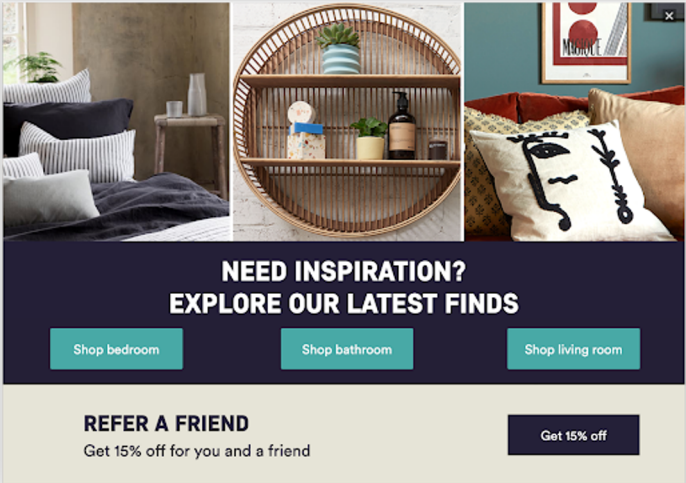


Discount for frequency

TROUVA



Product cross-sale



Product cross-sale or referral

26%

Increase in
Repeat Rate over
60 days vs.
control

1. ORDER PLACED WITH TROUVA



Contacting Boutique
to confirm order



What happens next?

2. BOUTIQUE PROCESSING ORDER



The boutique confirms the order
and get it ready to ship



3. ORDER SHIPPED



The order is shipped and
on its way to you



Have you seen the most-wanted homewares this month?

This service is managed by Mention Me who will process your data.
[More info and your privacy rights.](#)

Shop the bestsellers

POWERED BY
mention me

TROUVA

YOUR ORDER IS COMPLETE.

Give your friends a free plant

Share Patch with your friends! Treat your friends to a free plant with their first order, and you'll get one on your next order too.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info](#) and [your privacy rights](#).

GIVE A FREE PLANT

*Minimum spend £50 for both referrer and referee. Free plant is a Devil's Ivy "Rapunzel" worth £15. Decorative pot is not included.
By accepting this offer you agree to the [Terms and Conditions](#)



YOUR ORDER IS COMPLETE.

Refer your friends for up to 25% off

Share Patch with your friends! Get 15% off for your first friend referred and 25% off when you refer 2 or more friends.

Your friends will also get 15% off their first order!

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info](#) and [your privacy rights](#).



START SHARING

*£50 minimum spend.
By accepting this offer you agree to the [Terms and Conditions](#)



49%
Higher referral
performance



● ○

Your order is complete

You can now treat friends to 15% off and free delivery when they spend £50 or more on their first order online*.


As a thank you, you'll receive £10 off when you spend £50 or more* online.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. Click here for more info and your privacy rights.

GIVE 15% OFF*

*Offer only available online. By accepting the offer you agree to the Terms and Conditions

POWERED BY MENTION ME



● ○

Your order is complete

Treat yourself to £10 off your next online order over £50*.


When you introduce a friend, we'll give you £10 off and we'll treat them 15% off their first online order over £50.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. Click here for more info and your privacy rights.

GET £10 OFF

*Offer only available online. By accepting the offer you agree to the Terms and Conditions

POWERED BY MENTION ME



33%
Higher referral
performance

THE WHITE COMPANY
LONDON

The results are meaningful and game changing when combined

Referral

10-30%

Increase in Customer
Acquisition

Retention

5-25%

Increase in
Repeat Rate



Email me if you'd like
a copy of the canvas
courtney@mention-me.com



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