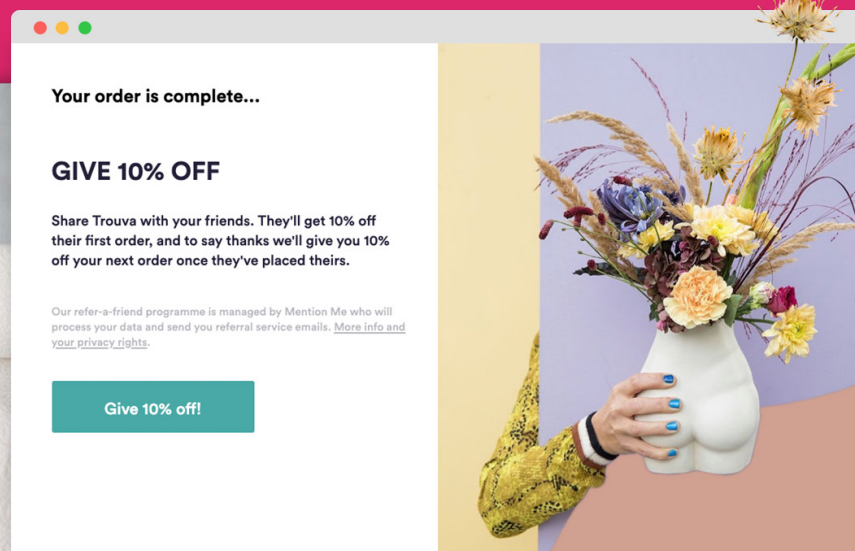


# Referral success for home and garden brands

mention **me**



# Introduction

## Make your customers feel at home with referral

If home is where the heart is, consumers love to tell others about the brands that make it special.

59% are highly likely to recommend home and garden brands to their friends. A compliment on interiors, tips for growing the perfect garden, or chat about cooking are all examples of everyday interactions that naturally bring up brands like yours in conversation.

This inclination to tell others about how we're improving our homes and gardens has become even stronger in the pandemic. In the first lockdown of 2020, referrals in the sector peaked at +321% YoY.

Technological advancements have also played a role in blurring the lines between the public and private spaces of our homes. Platforms like Instagram and Zoom mean anyone, anywhere, can admire others' blooming gardens or cool colour schemes – and find out how they can do the same. Search #interiorinspiration on social media, and you'll find more than 95 million images, many tagged with the brands that helped make it happen.

But tapping into this valuable opportunity to drive long-term revenue requires the right tools and strategy. That's where Mention Me comes in.

We help 400+ brands incentivise, track and reward the customers who love them enough to recommend them to their friends. Our referral marketing programmes increase core metrics like new customer acquisition, average order value and overall revenue for brands like yours everyday.

Chances are, customers are talking about your brand right now. To turn these conversations into loyal new customers, turn the page. We have plenty of ideas to get you started.



## Part 1

# Develop a strong case for referral

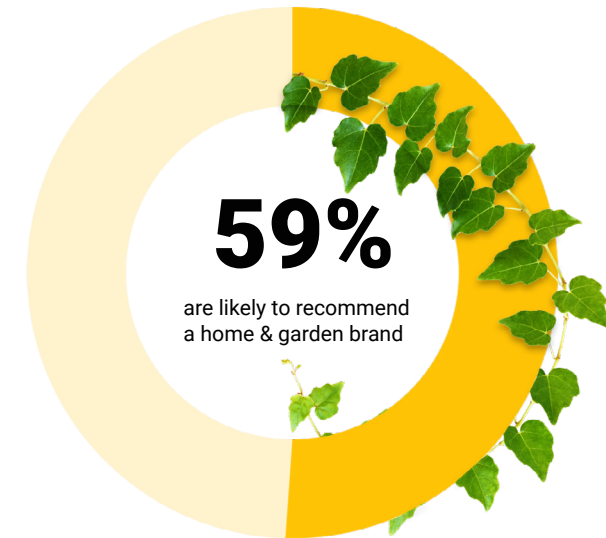
On average, home and garden brands acquire between 10 and 30% more new customers via referral.

If you already have an established marketing mix, adding a referral channel is one of the best ways to increase new customer acquisition. If you don't, it's a good place to start.

That's not all. New customers acquired through referral are likely to be a strong match for your target market. Their friend's recommendation means they already have a positive perception of your brand, making them more likely to spend more and return than customers acquired through other means. They're more likely to go on to refer their friends too, continuing the virtuous cycle.

### On average, referred customers:

- Spend 25% more
- Have 2x the lifetime value of other customers
- Are 3x more likely to refer others.



**10-30%**

more customers are acquired with Mention Me

## Part 2

# Encourage referral at the point of delight

Incentivising customers at the moment they're happiest and most engaged is key to driving referrals.

We call this moment the 'point of delight'. For home and garden brands, there are two main points of delight: first, when the customer has just ordered; second, when they're opening their purchase.

To tap into these moments, we recommend promoting referral on the order confirmation page and with in-pack inserts. These can be supported by other channels, such as the homepage, email promotions and 'my account' section.

The more places you promote your referral programme throughout the customer lifecycle, the more likely people are to remember and act on it.

Once you've established your touchpoints, A/B test different referral offers to see what works best for each customer segment. You can even experiment with tiered incentives or run a referral competition. We can give you tips on how to do this based on what's worked well for other brands.

Our platform also lets you run open referral programmes, so you can incentivise those beyond your customer base to recommend your brand. We've seen this approach work particularly well when working with influencers.

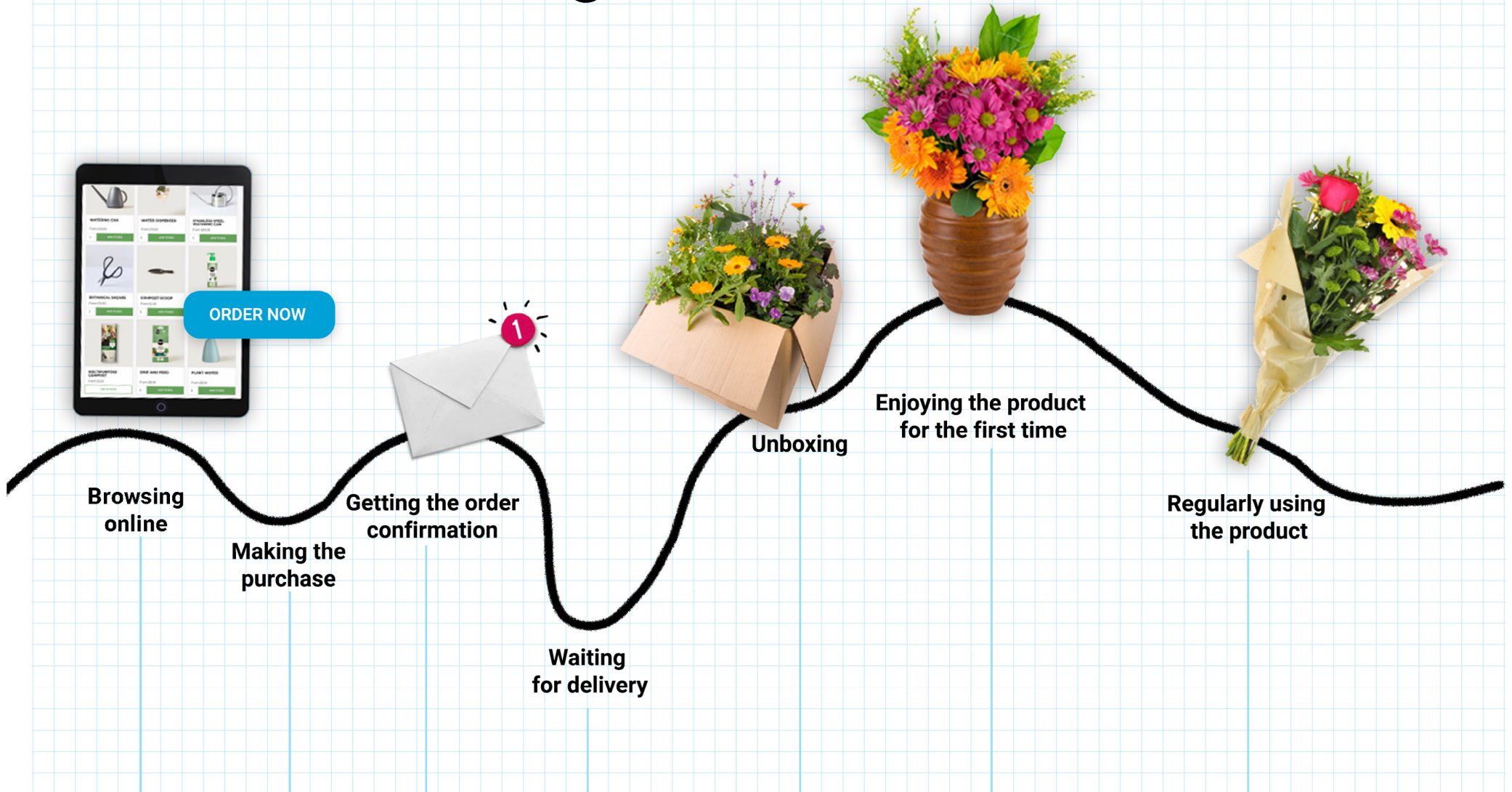
### WHEN PROMOTING REFERRAL

- Get as close to the point of delight as possible
- Aim to keep the programme top of mind
- Make it easy for customers to find

For best results, implement promotion points at different places within your site and email cycles



# The curve of delight





## Part 3

# Make it easy for customers to share

Every demographic communicates differently. That's why you can configure our 16 sharing methods by segment and device.

Customers often share brands with friends via Facebook, Twitter and email, but these channels don't appeal to Gen Z and millennial audiences. These demographics are far more likely to use WhatsApp (in the UK) or Messenger (in the US) and link-sharing instead of Twitter and Facebook.

Given the likelihood of home and garden brands coming up in conversation, face-to-face sharing is also a vital channel to tap into. 93% of all referrals take place offline; our name sharing function taps into this and generates 45% of successful referrals across our 400+ clients.

We can advise on the best sharing methods for your brand based on your target consumers.

### OPTIMISING YOUR PROGRAMME

The most popular sharing methods are:

- Face-to-face
- Email
- URL link

However, sharing methods vary by demographic. We recommend experimenting to discover which perform best for your brand.

The more personal a recommendation feels, the more likely it is to convert. A friend's recommendation in conversation, for example, is far more likely to result in a new customer buying for the first time than a blanket message on Facebook.

Experiment with your sharing channels – don't be afraid to get rid of ones that aren't working.



## Part 4

# Find the right incentives

The right incentive at the right time can increase referral programme performance by as much as 100%

Discounts are a powerful incentive to get people talking, but they're not the only option. Other strong performers include complimentary gifts, bonus loyalty points, and gift cards.

A/B testing is the best way to learn which of our 14 incentive options most excites your customers. Experiment first with different offers, then dig deeper into sub-categories, such as fixed sum versus percentage discounts and different complimentary gifts. You could also try offering tiered incentives or running referral competitions.

We work closely with our clients to set up strategic A/B testing roadmaps for referral incentives. These can include segmenting customers by factors such as geography, frequency and/or average order value. It's an approach proven to develop customer insights and generate even better referral results.

### EXAMPLE INCENTIVES:

- Discounts (percentage or fixed sum)
- Giftcards
- Third party vouchers
- Free delivery
- Loyalty points
- Cash or rebate
- Complimentary gift
- Charity donation
- VIP access
- Competition entry



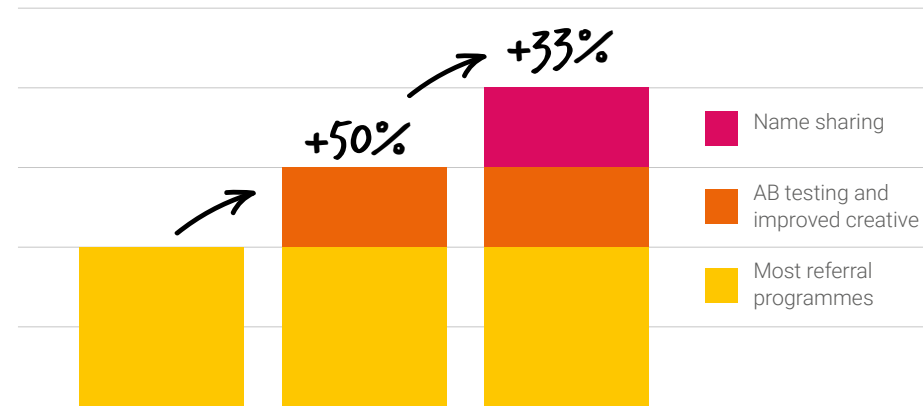
## Part 5

# Driving performance

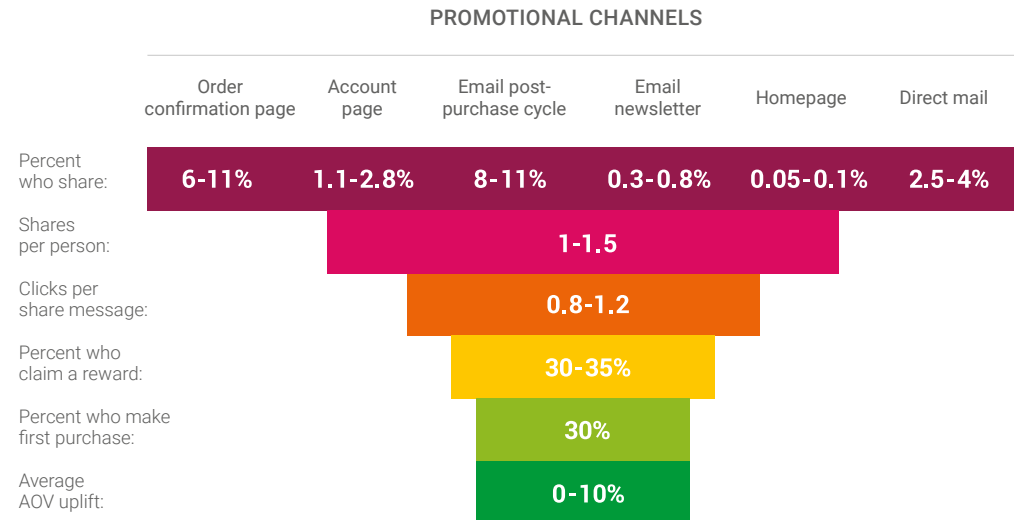
A referral platform can significantly boost new customer acquisition. Here's how we'll help you do this (and achieve other exciting results).

1. We'll develop an in-depth understanding of your target demographics and business objectives to tailor your setup, incentive selection and promotional planning.
2. Once you're up and running, it's time to experiment. Use our sophisticated A/B testing and segmentation capabilities to develop deep customer insights and optimise performance.
3. Convert word-of-mouth conversations about your brand into valuable new customers. Our name-sharing function drives 45% of successful referrals.
4. Specify who can (and can't) be part of your programme with our 16 fraud management vectors. So you can be confident that only genuine referrers and their friends get your rewards.

How we can improve your performance



Your estimated conversion funnel





## Part 6

# Great referral examples



eve believes in the perfect start. It designs beautifully simple sleep products that promise a more energised morning and productive day, rooted in the belief that every great day starts the night before.

Its ambition is to re-energise the tired sleep industry by offering a more convenient, customer-first service and superior products that don't compromise quality for price.

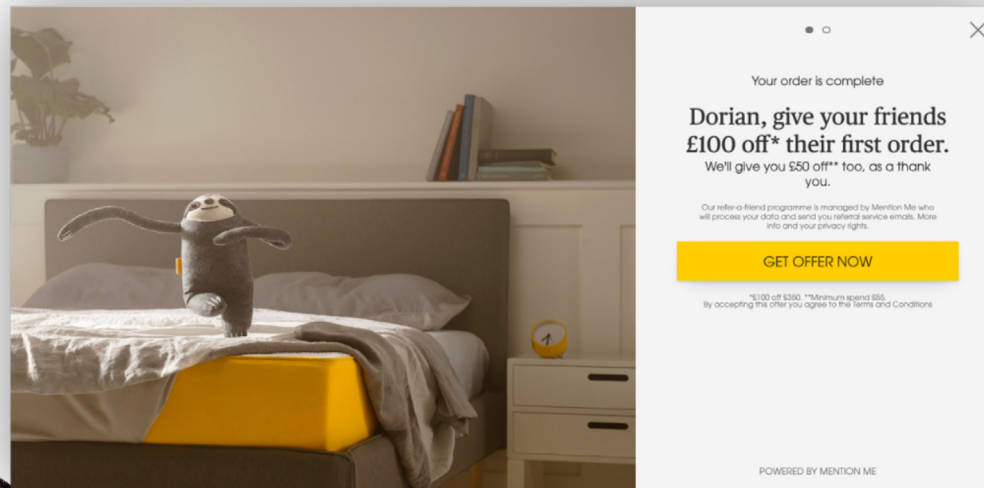
eve launched in February 2014, using social media to build word-of-mouth as part of its consumer marketing campaign. It implemented a referral programme in 2016.

Mention Me's name-sharing tool allows customers who have bought an eve mattress to enter their friend's name to claim an offer. It's quick, simple and easy to use. 55% of eve's referral orders come via this feature.



"Mention Me is, like most things that get the best cut through, beautifully simple. With no code to remember, it's so quick and easy to do that it's a no-brainer for customers looking for added value. It's meant that we're able to reach new potential customers in an extremely cost-effective way"

**Alexandra Taylor,**  
Marketing Director



## Part 6

# Great referral examples

Joseph  
Joseph

Joseph Joseph was formed in 2003 with the goal of creating functional, problem-solving household products with an eye for design.

It's since grown to become an award-winning houseware brand sold in over 100 countries. It turned to Mention Me to power a referral programme that would capture customers' enthusiasm for the brand.

Since launch, Joseph Joseph has run a series of referral experiments. It's subsequently almost doubled the number of referred customers who buy for the first time. Its referred customers are also high-quality, with an average order value 10% higher than non-referred customers.

10%

Referred customers spend 10% more than non-referred customers

"We love the flexibility that the Mention Me platform offers to run AB tests to identify the messaging and rewards that resonate with our customers"

**Sophie Turnbull,**  
Digital Marketing Manager

Alexis, get 20% off for you  
& 20% off for a friend

Simply introduce us to your friend and once they place their first order, we will email your reward.

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](#)

Share 20% off

By accepting this offer you agree to the Terms and Conditions



# Our home and garden clients

We power referral programmes for brands including:

Cox & Cox

SIVOON

SIMBA®

Denby  
1809

PATCH

TROUVA

Thompson  
& Morgan  
Experts in the garden since 1855

sodastream®



# About Mention Me

Mention Me is a referral marketing and customer retention platform that fuels business growth. Our world-class programmes have delivered more than 2 million referrals and increased customer lifetime value for 400+ brands around the globe.

Founded as a bootstrapped two-man company in 2013, we now employ more than 65 specialists and work with brands like Farfetch, Ocado Zoom and Nutmeg.

Our work has been celebrated by awards including Showcase Startup at Retail Week's Buzz conference, Best Tech Startup at Drapers Digital Festival, and a Bronze Stevie for Customer Service Team of the Year.

In 2018, we raised \$7 million in funding from Eight Roads Ventures to fuel our next phase of growth as a cutting-edge marketing technology platform.

## GET IN TOUCH

Discover how Mention Me can power referral marketing and customer retention for your business

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