

Keynote Presentation | [Brand Advocacy]

How to Turn Brand Fans into Sustainable, Organic Growth



mention*me*

SIMON DRING

Chief Operating Officer,
Mention Me

How to turn brand fans into sustainable, organic growth



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Since 2013, we've
delivered **6m+** referrals
exceeding **\$2B** revenue
for **500+** brands
around the world.

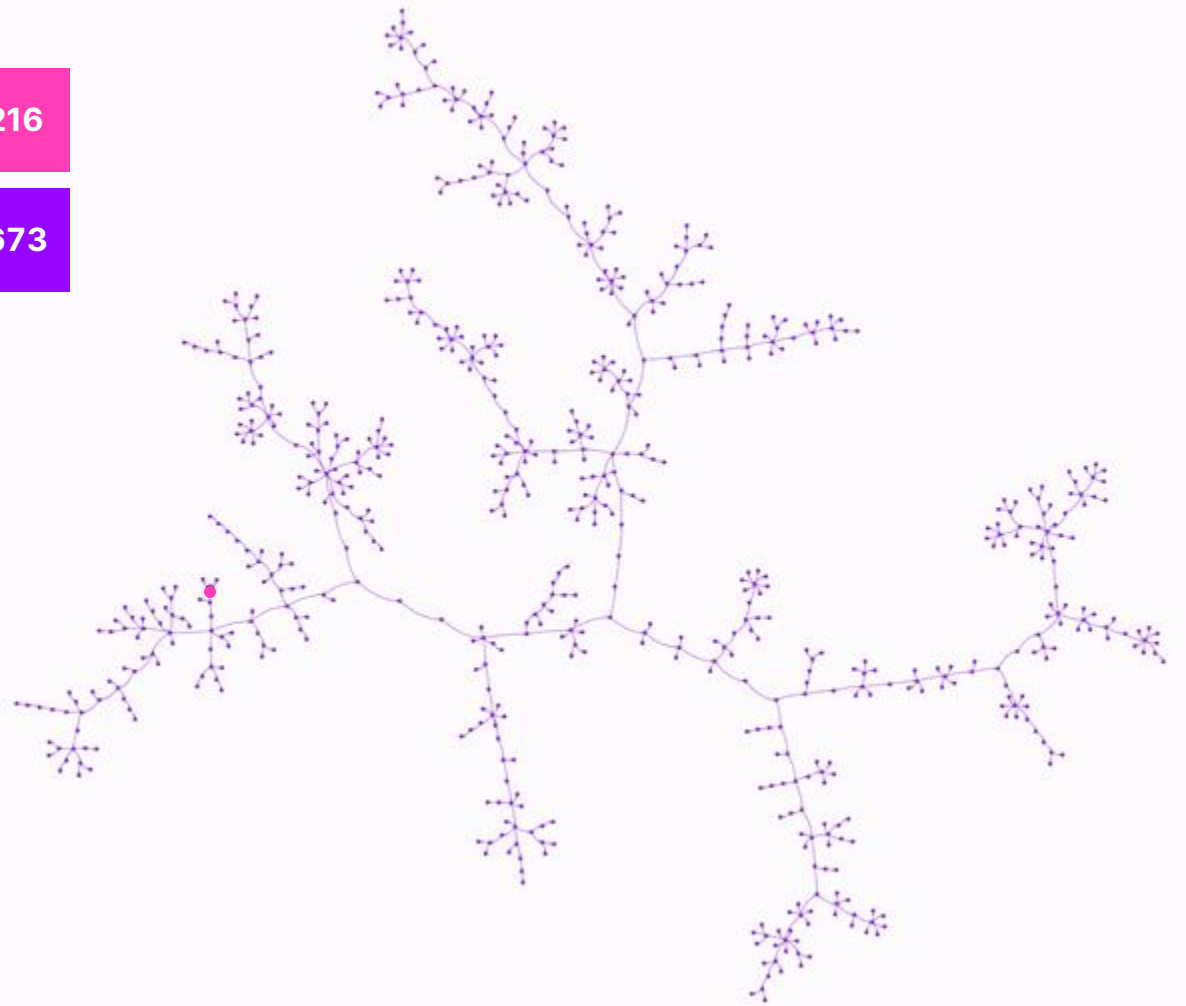


Our vision

**To make all brands think
advocacy-first.**

Individual Customer Revenue: £216

Network Revenue: £427,673



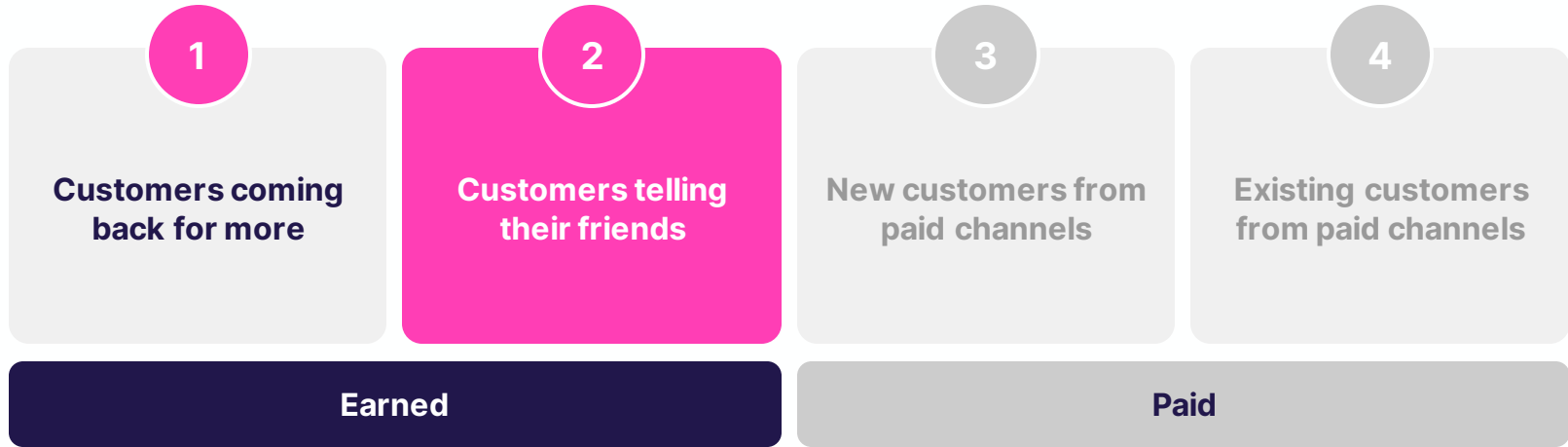
“

The only path to sustainable,
profitable growth is getting
customers to **come back for more**
and **bring their friends.**”



Fred Reichheld
Creator of 'Net Promoter Score';
Bain Fellow and Best-Selling Author

There are only 4 ways to grow a business



“Earned Growth® is how fast you’d grow if you didn’t spend a penny on sales & marketing.”

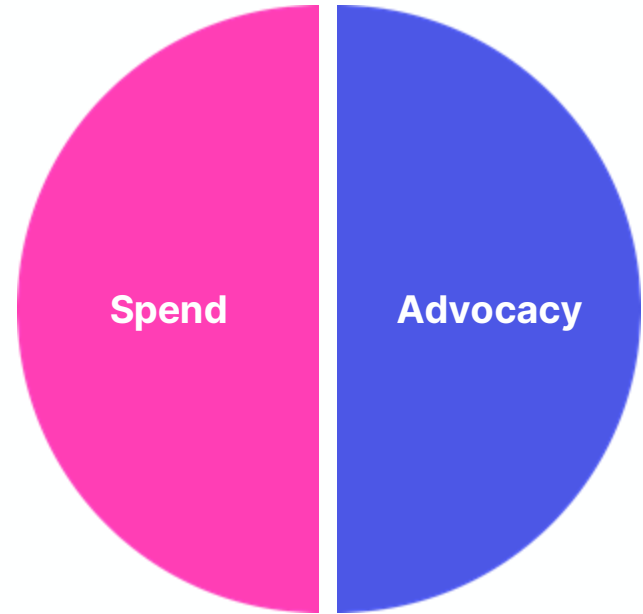
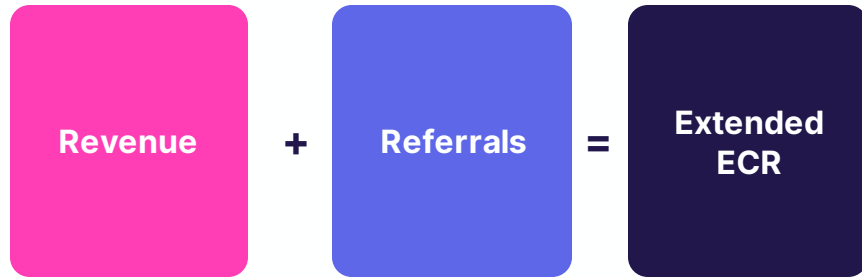
The metrics to solve for customer love



How well do
you know your
customers?



Spend is only half of the story when it comes to understanding the value of a customer





Abi

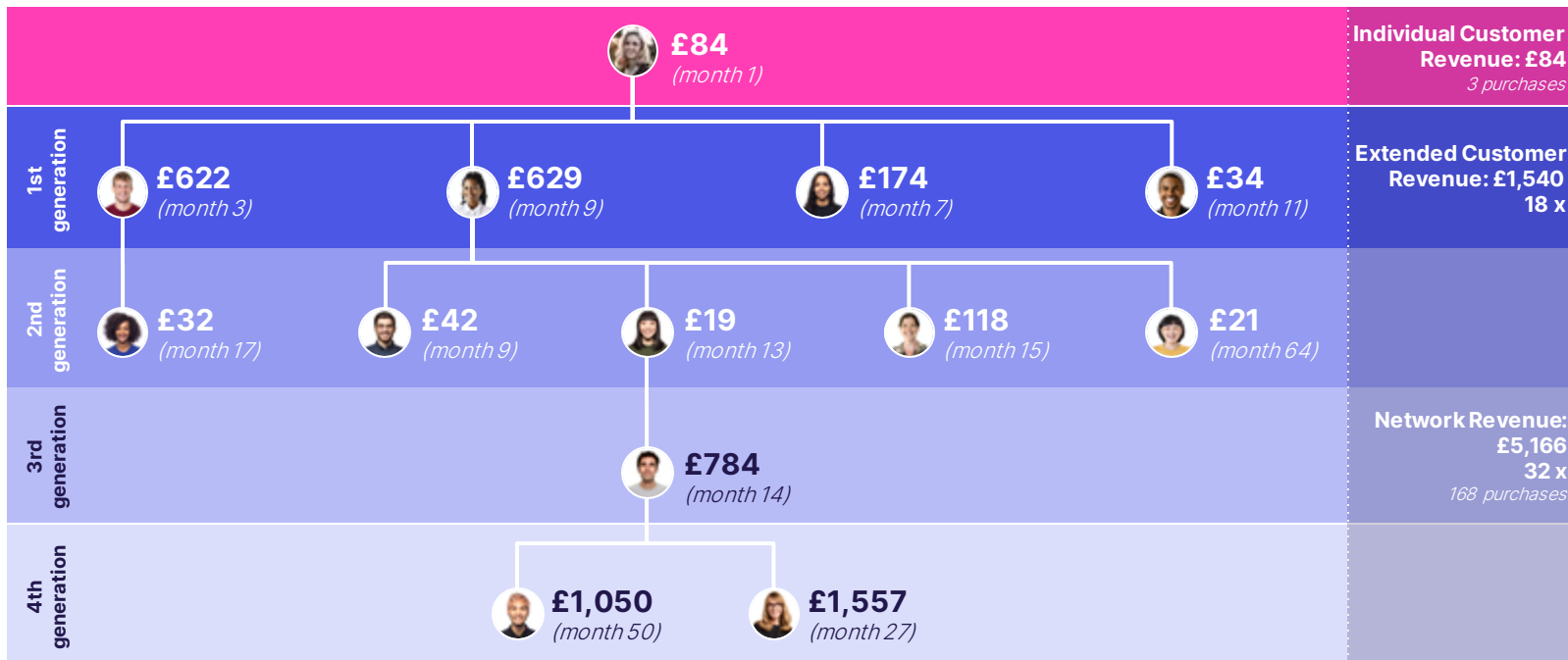


£84 in first year



**Lower quartile
LTV customer**

ECR | BLOOM & WILD



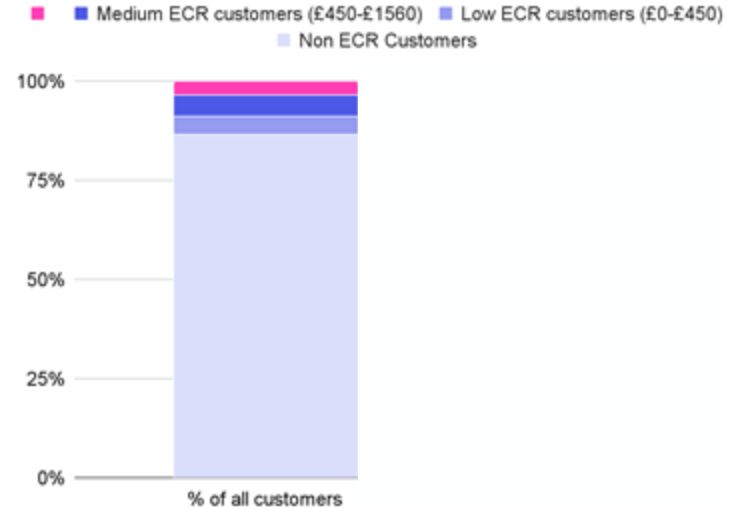
Source: Anonymised customer data from one customer from Bloom & Wild; months reflect referral time X months after the network starter's first order

How valuable are your ECR customers?

The relative ECR value of individual customers

£2,000
£1,500
£1,000
£500
£0

The value of all ECR customers



The top 10% of customers are worth 40% of customer value

Three steps to becoming an **advocacy-first** business



Get customers to bring their friends

Acquiring **quality customers** organically, while reducing reliance on **transactional paid promotion**



Drive advocacy across your entire base

Driving customer **retention, revenue** and **brand loyalty** through better marketing engagement with your most valuable customers



Build your business on customer love

Building **competitive advantage** through measurable investment in **CX and customer delight** to stand out from rival brands.

Mention Me's **Advocacy Adoption Framework**

Get customers to bring their friends

- 1 Optimise a high-quality **referral capability**
- 2 Enable referral across **CX touchpoints & marketing channels**
- 3 Optimise paid budgets using **lookalike audiences** from fan profiles

Drive advocacy across your entire base

- 4 Enhance existing **customer marketing** to drive more advocates
- 5 Maximise value of **existing advocates by** engaging them in the best ways
- 6 Redefine and **re-engage the lapsed customer group** outside of their buying cycle

Build your business on customer love

- 7 Drive **enthusiastic sharing** by confidently investing in the right Customer Experience
- 8 Validate new **markets, products and experiences** using advocacy insights
- 9 Win support for innovative strategies by tracking and reporting **Earned Growth**

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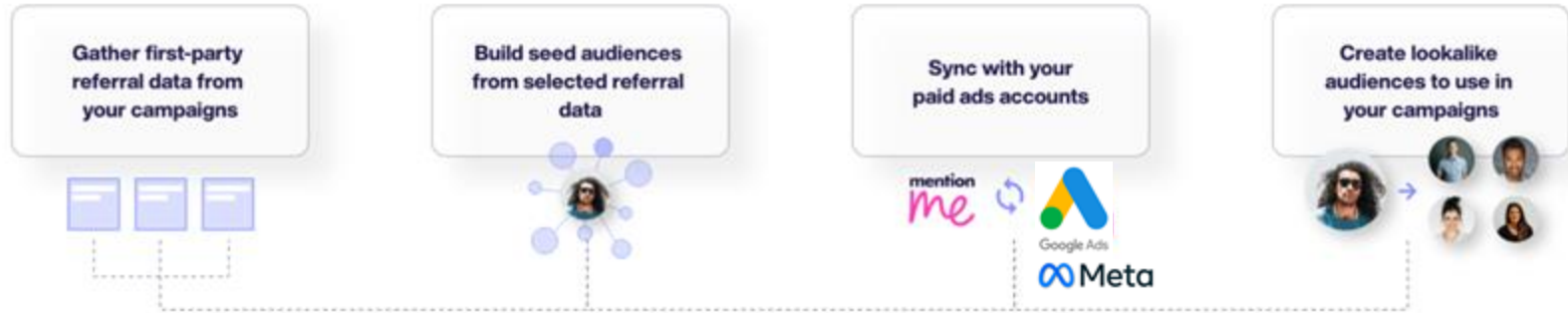
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Tactic: Optimise paid budgets using lookalike audiences from fan profiles



SPOKE

↓ **12%**
Decrease

CPA

↑ **30%**
Higher

ROAS

↑ **12%**
More likely to refer

Referral Rate

Drive down paid social CAC and increase cLTV

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Tactic: Use ECR as the core metric to validate success in launches/tests

IDEA: Using the customers who love you the most to give you candid feedback on new products



IDEA: Looking for advocacy signals as the marker of success for rolling out new products or markets



The capabilities that make **advocacy marketing** possible

Powered by AI

Best-In-Class Referral Engine



Launch and optimise your referral marketing channel using AB testing by cohort and convert word-of-mouth using Name Share®

Propensity to Refer Prediction



Serve the right offer at the right time, based on whether the customer is more likely to refer or re-purchase.

Advocacy Network Insights



Understand how the advocacy networks in your base form and grow, so you can synthesise and accelerate them

Powered by AI

ECR & Predictive Segmentation



Optimise your strategy using AI powered models to predict how various ECR segments are likely to perform over the coming 12 months

Earned Growth® Reporting



Underpin your organic growth strategy by tracking and reporting Earned Growth* performance over time

Brand Alley's journey to advocacy



Advocacy performance

Year 1

Orders placed 590k

New customer revenue £1.2m

Average order value £82

Last year

Orders placed 1.6m

New customer revenue £9.6m

Average order value £152



Case Study: Brand Alley Customer Value & ECR

Value of referrers

4.5x

Average ECR in their first 180 days is £451 vs £99 for non-referrers

Value of referred customers

1.9x

times more likely to repeat as a referred customer

3.8x

Referred customers introduce more new customers

63%

more spent by referred than non-referred in first 6 months



QUESTIONS?

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