

KEY FIGURES ON THIS EVENT

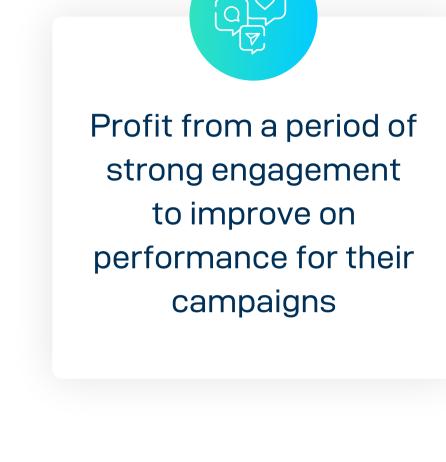
A golden opportunity to get started on Influencer Marketing

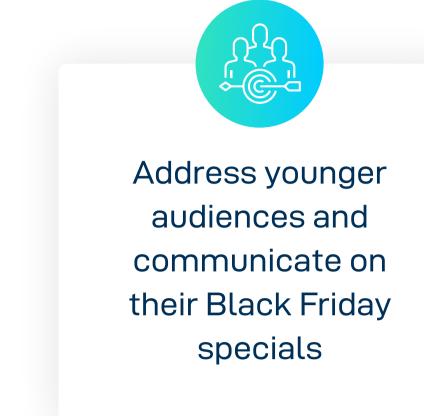
A much-anticipated event by brands and influencers a like. It is the perfect occasion to stand out from the crowd with a creative and

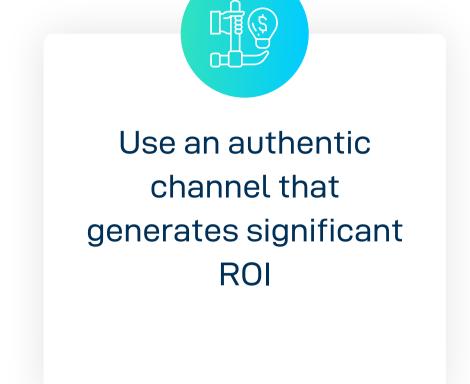
inspirational campaign.



In order to incentive business and despite the health crisis and the lockdown, it is important not to stop communication and sales, particularly on an occasion like Black Friday which is a period that KOLs and brands look forward to. By choosing influencer marketing for their Black Friday strategy, brands:





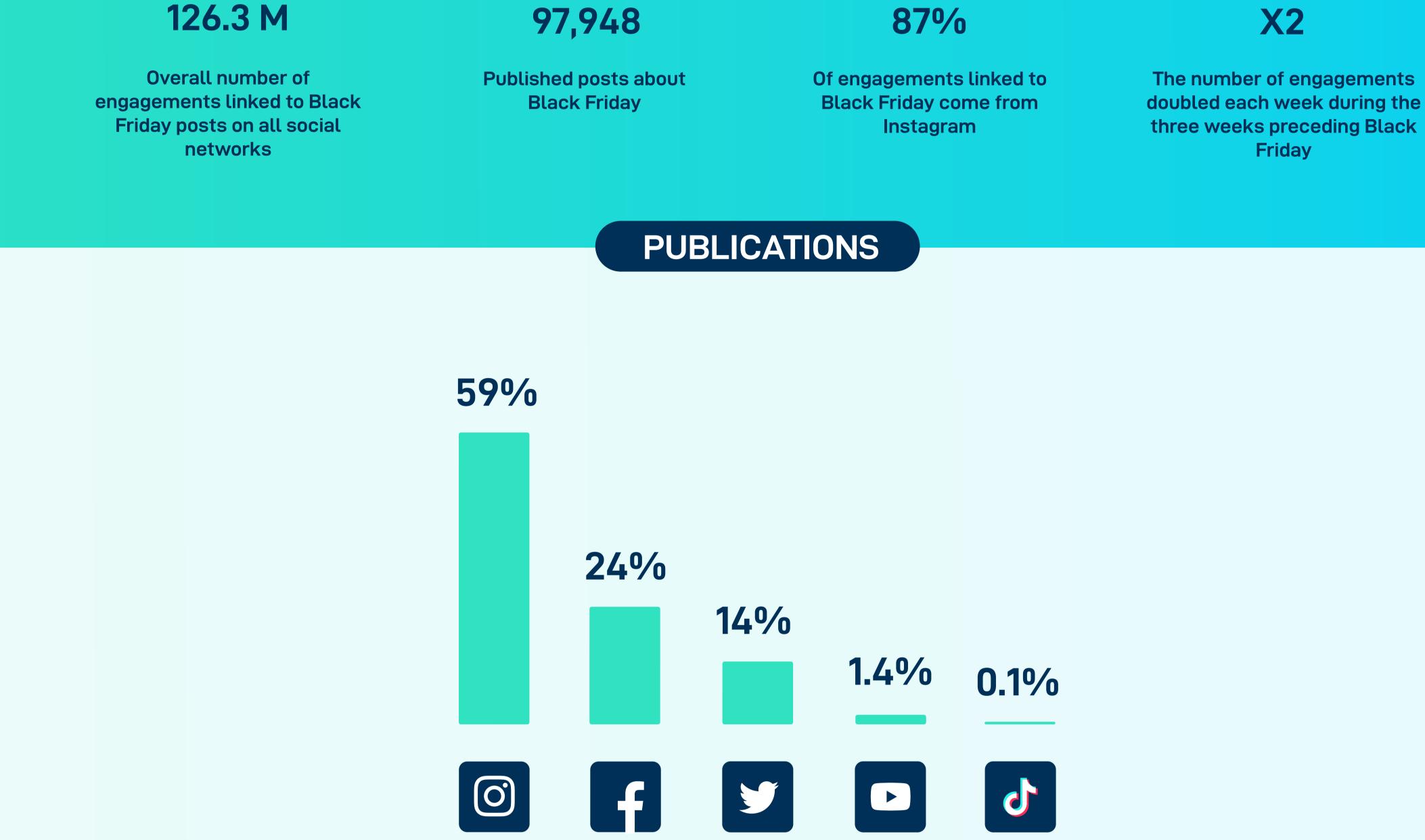




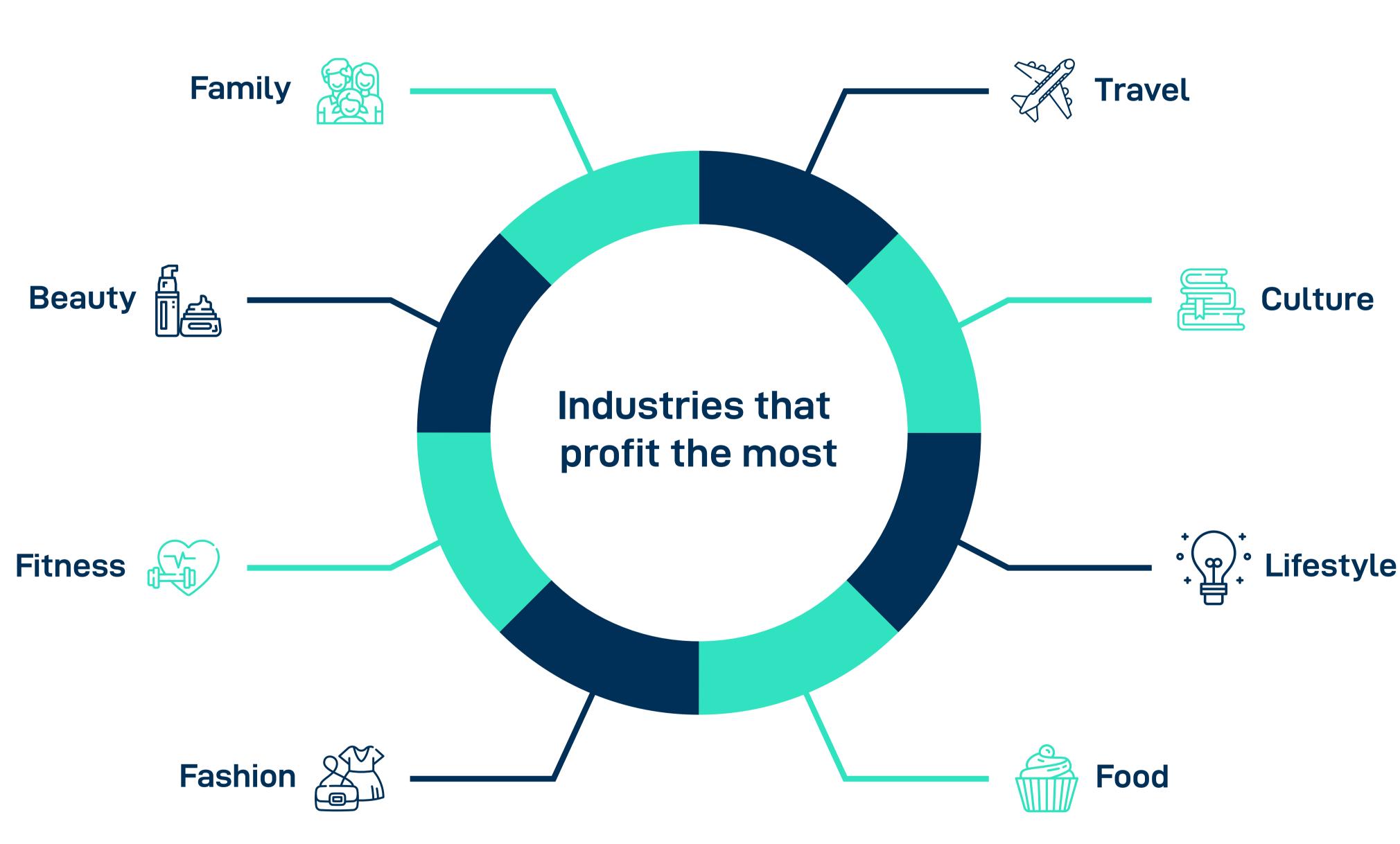
X2

Friday

Black Friday on social media in 2019

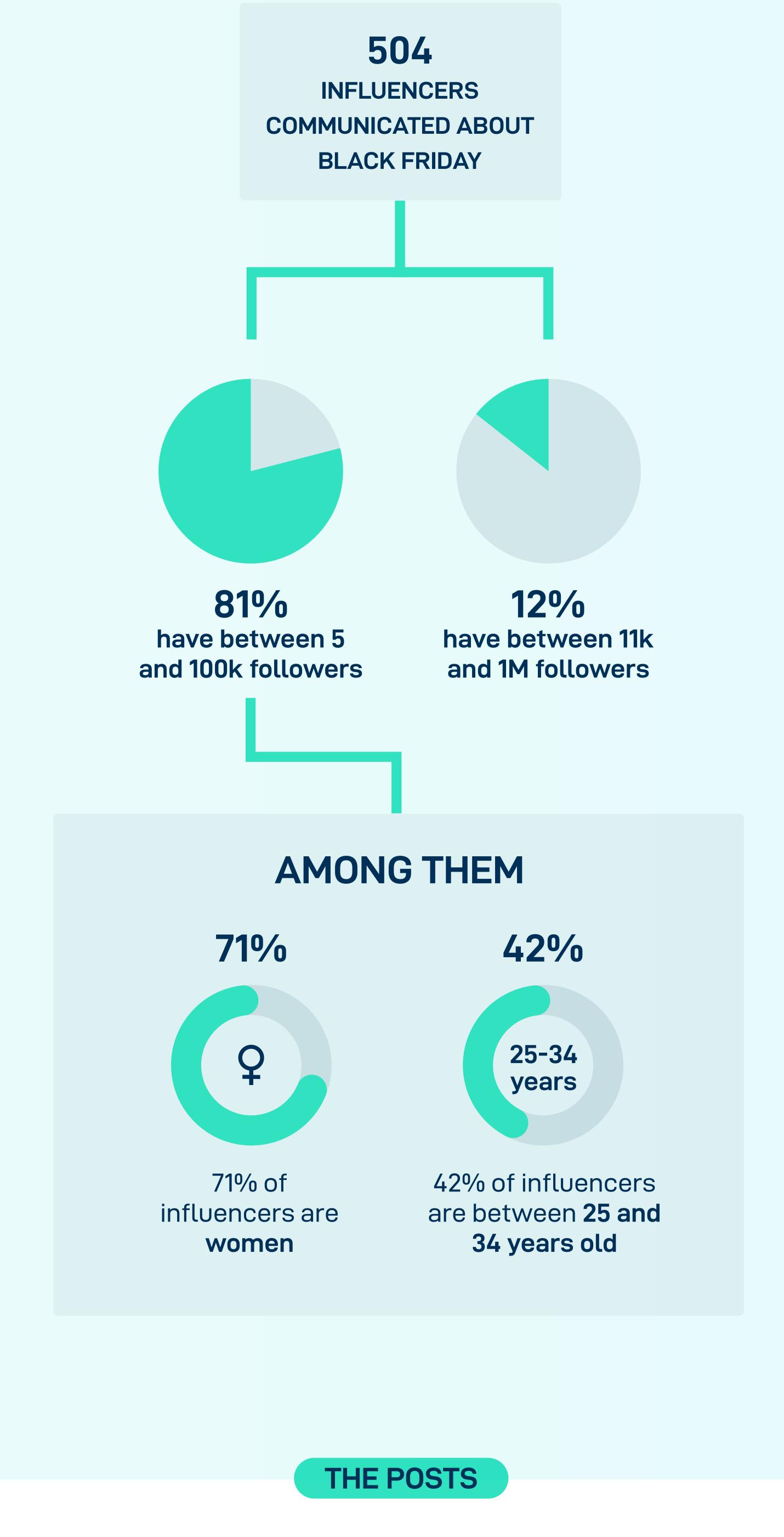


INDUSTRIES



THE KOLS AND THEIR AUDIENCES

Black Friday on Instagram in 2019



84%

images

10%

videos

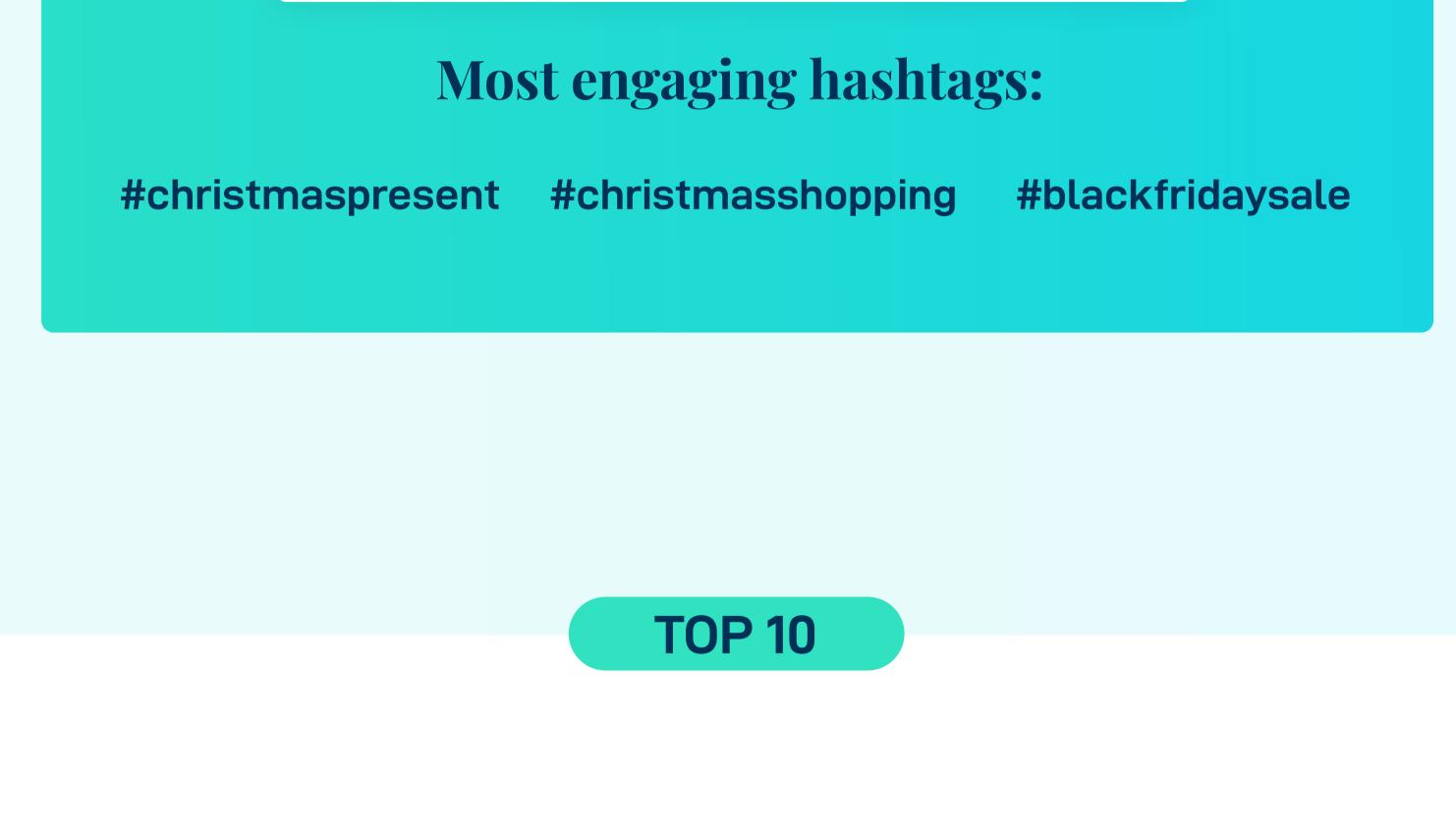
4%

stories



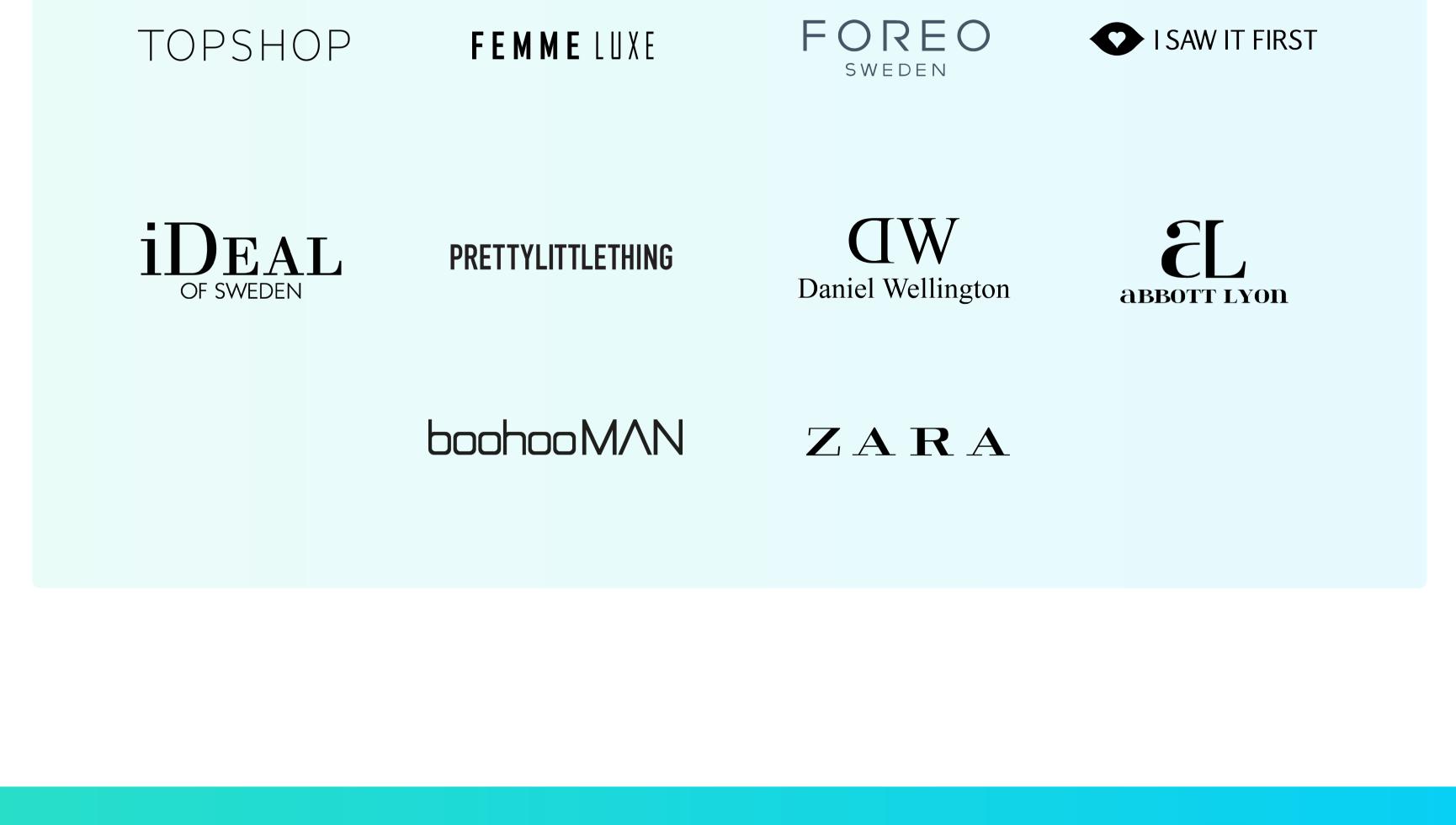
Average engagement rate on Black Friday posts on Instagram

1.14%



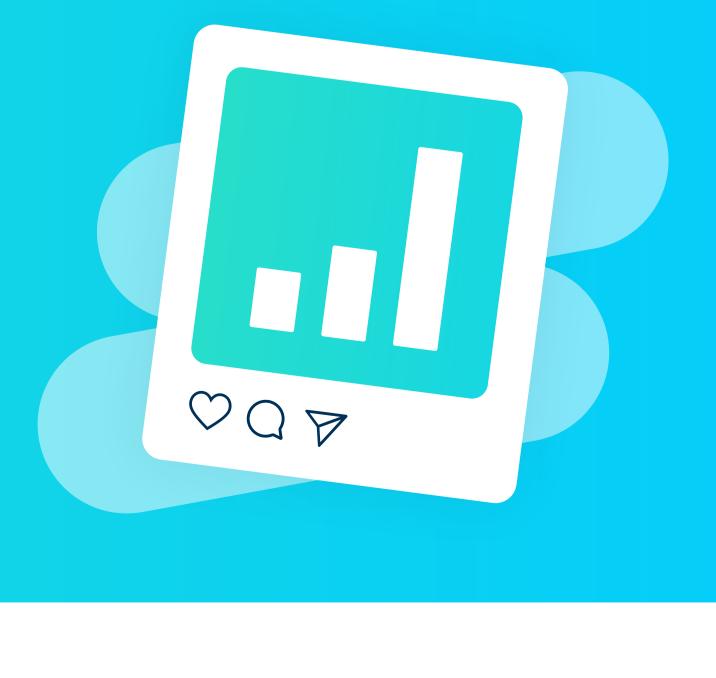
THE BRANDS MOST MENTIONED DURING BLACK

FRIDAY IN THE UK IN 2019



communicating and profit from the fewer sale windows that open.

Conclusion Black Week is a time when sponsored posts and engagements run high, particularly for the lifestyle, fashion, beauty and travel industries. Trends that must certainly be confirmed during the next edition of Black Friday, on November 27th, 2020. Perfect occasion for the brands who wish to get started on influencer marketing as well as for those who already implement it on their strategy. Even though we live on uncertain times due to the health crisis, it is important for companies to continue



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