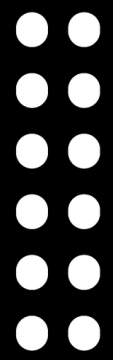


BLACK FRIDAY CHECKLIST



BFCM

TRENDS

✓ **Earlier start times**

Retailers have been starting their BFCM sales earlier every year. Expect to see deals launch well before Black Friday itself. Amazon and others may start sales in early November.

✓ **Mobile optimisation**

With so much BFCM shopping happening on smartphones, retailers will ensure their sites and apps are optimised for mobile. Expect mobile-only deals.

✓ **Buy online, pick up in-store**

Retailers will push BOPIS options to allow contactless purchasing and flexible fulfilment. Curbside pickup will also be emphasized.

✓ **Focus on delivery**

To compete with Amazon and meet customer expectations, retailers will promote fast and reliable delivery options, including same-day delivery.

✓ **Personalisation**

Retailers will use data and AI to provide personalised promotions and product recommendations to customers during BFCM.

✓ **Extended return windows**

To reduce friction and encourage purchases, retailers may offer extended return windows for BFCM purchases.

✓ **More payment options**

Retailers will accept various payment methods like “Buy Now Pay Later” services to accommodate different consumer preferences.

BLACK FRIDAY

CHECKLIST

TASKS	<input checked="" type="checkbox"/>
Set Objectives: traffic, conversions, database and revenue growth	
Grow your database <ul style="list-style-type: none">• Refresh and update your pops up to align with key offers, moments and dates• Develop a lead generation campaign (competition or free gift with purchase)	
Identify what offer/deal you will be doing for Black Friday.	
Develop a content calendar to promote deals across all your channels.	
Allocate a budget for ads, content etc.	
Create a Black Friday email campaign <ul style="list-style-type: none">• Send promotional emails.• Segment your list for targeted messaging.	
Create a Black Friday Landing page.	
Create a Black Friday Blog (for SEO purposes - to drive organic traffic)	
Create banners to showcase Black Friday sales - for your homepage, email and social	
Update your website pop-up with Black Friday content and messaging.	
Create a promo code (if customers need to apply a code).	
Update Google Shopping feed	
Verify shipping timeframes and clearly communicate any delays or cutoffs.	
Stagger comms to ensure website capacity	
Extend customer service hours such as phone, live chat, and email support hours.	
Review returns policy and consider extending return periods for the holidays.	



TASKS	<input checked="" type="checkbox"/>
Ensure you have upselling and cross-selling, providing more opportunities to buy	
Add social proof on your Black Friday landing page.	
Ensure you are collecting emails from abandoned carts and pop-ups.	
For "out of stock" - redirect, offer alternatives or notify back-in-stock	
Consider doing a specific instore offer (to drive traffic into store)	
Check your user experience (both on desktop and mobile). Make sure buttons CTA (call to action) work on both platforms.	
Check your site speed: Slow site means reduced sales - 46% of shoppers have said they'll never return to a slow website.	
Analyse cart abandonment - Understand why shoppers may be abandoning carts and optimise pages to increase conversion.	
Review post-purchase follow-up - Send confirmation emails, surveys, and consider surprise-and-delight touches.	
Develop a retention plan - Nurture your new customer and focus on your loyalty program.	
MEASURE THE RETURN ON INVESTMENT	



TARGETS

KEY FOCUS

1	
2	
3	






TARGETS

Conversion:	
Traffic:	
Database size:	
Revenue:	

NOTES



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