

CHEAT SHEET

22 Tips to Help You Prepare for BFCM



Because of endless competition during the BFCM rush, it pays for brands and retailers to start planning for Black Friday as early as possible. This will give you more time to analyze your inventory, observe current trends, set specific goals, and come up with relevant promotions that will appeal to the growing number of shoppers who are preparing in advance.

Remember: If potential customers are not aware of your brand and its sales before BFCM starts, then you are missing an opportunity to maximize your holiday profits.

Here's a quick checklist to help you prepare your BFCM experience:

Foundational Prep

- 01 Predict how much inventory to keep in stock** by reviewing your BFCM data from previous years and researching current trends.
- 02 Check out what competing brands are doing** to stay relevant on their websites, social media channels, and email campaigns.
- 03 Create contingency plans for logistics and fulfillment** so you don't disappoint your customers.
- 04 Set up tracking tools** to gauge how effectively your campaigns are performing.

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UX & Website Navigation

- 05** Make sure your website host is **ready for a surge in traffic**.
- 06** **Optimize your site navigation** for seamless product discovery.
- 07** **Make it easy to see discounted products** by creating a special BFCM landing page or adding filters that clearly label discounts.
- 08** Highlight clear, fair, and **hassle-free return policies**.
- 09** **Prevent dead ends** on your site by providing alternate paths to continue the shopping journey.
- 10** Guarantee a **quick and smooth checkout process** with multiple payment options.
- 11** Make sure your site is **compatible with all mobile devices**.
- 12** Anticipate **increased demand for customer support** and train your team for proper and friendly communication.

Advertising & Marketing

- 13** **Get the word out early** to build excitement.
- 14** **Enhance your SEO strategy** to improve your site ranking for important keywords.
- 15** Create attractive BFCM offers that are **unique, fun, and eye-catching**.
- 16** **Be active in multiple sales channels**, including social media, online marketplaces, blogs, TV, and influencer platforms.
- 17** Set up automated emails to **remind shoppers of items in their carts and wishlists**.
- 18** **Double down on personalization** to ensure that everything is tailored to the individual tastes and preferences of your shoppers.
- 19** Cater your campaigns and website experience to **appeal to a variety of different shopper personas**.
- 20** **Reward loyal customers** with exclusive deals or extra points for making purchases on BFCM.

After Black Friday

- 21** **Evaluate successes and failures** to identify what you want to repeat and what can be improved moving forward.
- 22** **Follow up with new customers within two weeks** of BFCM to make sure they are happy with their purchases.