



Black Friday Cyber Monday

Your Simple, Actionable Guide



Black Friday - Cyber Monday can be overwhelming no matter how big or small your online store is. That's why we created a series of five simple, actionable checklists for you to use in order to maximize your BFCM sales.

We'll cover simple things you can do to prep for:

- > Planning Ad Spend
- > Creating Trust and Urgency
- > Retaining Seasonal Shoppers
- > Inventory and Suppliers
- > Making Data-Driven Decisions

Make sure to follow us on social media to get your essential BFCM checklists



BFCM Checklist

Planning Your Ad Spend

4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO PLAN YOUR AD SPEND...

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- Narrow down your core message**
Is your message cohesive across your various marketing channels?
- Finetune your creative**
Look at the successful aspects of previous aspects and replicate them.
- Explore other channels early**
Plug into free marketplaces providing additional exposure.
- Utilize look-alike audiences**
Create high-value customer lists and make lookalike audiences from them.



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Creating Trust and Urgency Online

4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO CREATE TRUST AND URGENCY ONLINE...

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- Plan your offers now!**
Be sure to calculate your margins (if you haven't already) and predict how that will impact demand.
- Start gathering data**
Start gathering your customer events and information now so you can learn from and make decisions based on it.
- Add reviews or customer photos**
Utilize reviews, ratings, photos and testimonials from real people to build trust
- Calculate your LTV**
Understand your LTV/repeatable purchase % so you can see how much in discounts you can afford to give away.



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Returns, Shipping and Inventory

4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO STAY ON TOP OF RETURNS, SHIPPING & INVENTORY...

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- Calculate your reorder point: lead-time + safety stock**
Calculating this number will help you determine when your inventory is low enough to reorder more
- Calculate your reorder point: lead-time + safety stock**
Calculating this number will help you determine when your inventory is low enough to reorder more
- Order your best selling products**
Order from last year, or this year if you are fashion brand your best selling items of the season
- Start the hiring process**
Order from last year, or this year if you are fashion-based



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Retaining Seasonal Shoppers



4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO RETAIN SEASONAL SHOPPERS...

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- Create a follow-up email sequence**
Try segmenting customers based on things like:



- Average order value
- Location
- Items purchased



- Create a community with a loyalty program**
Ask for UGC in exchange for points (follow up after the holiday season reminding them of points they have)

- Start thinking about your unboxing experience**
Add a personal touch, tell your story, and make sure packaging is on brand

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- Choose your communication channels**
Depending on your store size, pick one or two channels to take customer questions

Prepared canned responses

- Create canned (but on brand) responses for questions like “Where is my order?” “How do I make a return?” and “What promotions are there?”



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Making Data-Driven Decisions



4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO MAKE DATA-DRIVEN DECISIONS...

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Review your data from last year

Focus on your best-performing channels from last year and repeat what worked. No time for experimentation!



Revenue



ROI



Highest conversion rate



Review your shopper journeys

Update your site and customer journey accordingly



Use heatmaps

Optimize your pages based on these maps. Do it this month since you have no time to be testing BFCM traffic



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