

DISRUPTIVE

BLACK FRIDAY / CYBER MONDAY CHECKLIST



WAS THIS LIST HELPFUL?

Be prepared and have fun with it! We'd love to hear how you did, so please reach out to us.

Looking for more tips on how to prepare?

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Are you ready for BFCM?

What steps should every marketer take to prepare for the biggest shopping weekend of the year? Last year, shoppers spent over \$20.4 billion over BFCM weekend, and experts predict an even greater increase in 2023.

Make sure you've got all you need in your toolkit by taking the proper steps to prepare.

The Checklist

- **Plan, plan, plan.** Ensure you have the proper inventory in place to prepare for the inevitable rush.
- **Speaking of inventory, what discounts will you offer?** Customers anticipate flashy deals at this time of year. Will it be a flat percentage or a dollar amount?
- **Layout your promotion schedule and campaign strategy.** Will there be a Cyber Monday deal? When will each sale begin and end? Make sure to allow enough time to tease campaigns.
- **Plan your pre-Black Friday teasers** and build customer anticipation and excitement.
- **Create your ads well before Black Friday.** This will avoid production hiccups.
- **Beat the holiday rush and get your ads approved**—put them in advertising platforms, especially Facebook and display platforms to avoid approval delays.
- Are you seeing a theme here? **Build and schedule your email campaigns early.** Email can drive 30%+ of Black Friday revenue, and revenue maximizing automations like abandon cart and post purchase can boost your sales.