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The Ultimate Black Friday Prep Checklist

25 Must-Do's for a Profitable Season



Pre-Black Friday Preparations

- ✓ **Set Clear Goals and KPIs**
Define success metrics and KPIs to stay focused.
- ✓ **Plan Promotions Early**
Decide on discount types and create an attractive offer lineup.
- ✓ **Optimize Website for High Traffic**
Test site capacity, speed, and ensure mobile-friendliness.
- ✓ **Update Security Measures**
Confirm SSL, secure payment gateways, and enable fraud detection.
- ✓ **Manage Inventory Strategically**
Forecast demand, monitor top-sellers, and set low-stock alerts.

Customer Experience Optimization

- ✓ **Enhance Mobile Responsiveness**
Make sure the site is easily navigable on mobile.
- ✓ **Streamline Checkout Process**
Enable guest checkout, auto-fill, and reduce friction.
- ✓ **Create Engaging Landing Pages**
Set up dedicated BFCM pages with compelling CTAs.
- ✓ **Implement Live Chat Support**
Offer real-time assistance to resolve customer issues.
- ✓ **Offer Multiple Payment Options**
Include credit cards, digital wallets, and buy-now-pay-later options.
- ✓ **Update Return & Refund Policies**
Ensure policies are visible, customer-friendly, and clear.
- ✓ **Ensure Compliance with Regulations**
Update privacy policies and enable cookie consent pop-ups.

Marketing & Promotion Strategy

- ✓ **Prepare Email Marketing Campaigns**
Plan teasers, segment audiences, and craft compelling CTAs.
- ✓ **Leverage Social Media Advertising**
Target ads and use retargeting for maximum reach.
- ✓ **Implement SEO Best Practices**
Optimize product pages and meta tags with Black Friday keywords.
- ✓ **Offer Exclusive Early Access**
Reward VIPs and loyal customers with early shopping.
- ✓ **Set Up Abandoned Cart Recovery**
Use automated emails to remind and incentivize customers.
- ✓ **Engage with Influencers**
Partner with influencers for wider reach and credibility.
- ✓ **Prepare Post-Sale Engagement**
Plan follow-up emails, loyalty promotions, and remarketing ads.

Technical Optimization

- ✓ **Test All Site Elements**
Ensure links, forms, and carts work seamlessly across devices.
- ✓ **Set Up Analytics and Tracking**
Monitor key metrics in real-time for quick adjustments.
- ✓ **Plan for Shipping and Fulfillment**
Coordinate with logistics partners and offer flexible options.
- ✓ **Monitor Competitor Strategies**
Track competitor pricing and promotions for timely adjustments.
- ✓ **Review & Adjust Pricing Strategies**
Ensure profitability with dynamic pricing and tiered discounts.