



The Ultimate Black Friday Checklist

Start planning. ~

(You're here, so we checked it for you!)

Create a plan A.

Create a plan B.



Create a plan C.

(You get the picture. All the way to Z if you can.)

Go back to last year and evaluate what worked and what didn't.

Forecast trends.

Check out what your competitors are doing. *(You know, for inspo.)*

Prepare for a loooong sales period.

Make sure your site works.

Make sure it works fast.

Make sure it works on mobile.

Make sure it's easy to navigate.

Set up a cart abandonment strategy. ✚

Make sure your customer support system is STRONG.

Simplify your return policy.

Talk to bloggers and influencers.

Make noise early through social media.

Retarget previous website visitors and customers.

Set up an email marketing campaign. ~

Set up an SMS marketing campaign.

Make noise with social media.

Spend money to make money: build an ad strategy.





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- Track everything on your website. ~
- Add a countdown banner.
- Make sure discounts are displayed clearly on the page.
- Build a loyalty program to create frequent customers.
- Design banners and hero images for holiday sales.
- Keep a close eye on inventory.
- Offer a site-wide discount.
- Collect feedback.
- Create a fool-proof offer.
- Tease customers with upcoming discounts.
- Plan for design and copy.
- Optimize your product page.
- Write killer product descriptions. ○ ○ ○
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- Create comparison guides and other content.
- Segment customers.
- Send out personalized notifications. ⇄
- Diversify your offers (*early access, free gifts, free shipping, etc.*)
- Optimize your checkout page.
- Offer different payment options.
- Consider multiselling.
- Create contingency plans for everything that might go wrong. ~
- Build benchmarks to evaluate the performance.
- Take a breath and know you got this!