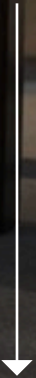




AVEX

# Strategizing for Black Friday and Cyber Monday

*explore the checklist*



SEPTEMBER

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# Create your strategy

# Use this guide to create your Black Friday & Cyber Monday strategy. Start planning today to exceed expectations.

Need help creating and executing your strategy? [Contact us](#) to learn more about our BFCM E-commerce Discovery Workshop.

## September

### Identifying Areas of Opportunity

- KPIs that can be improved
- Discover the most important customer segments
- Select apps, SaaS and experts to fix your weaknesses

### Sales strategy

- Review current inventory
- Set your revenue goals
- Advice: Our strategists can help review analytics

### Create backup plans

- Out-of-stock planning
- Shipping & returns policies

### On-site Analysis

- Conversion rate and key metrics
- Start CRO process (yesterday)
- Remove unused apps (they can slow performance)
- Check your load times and mobile-friendliness

OCTOBER

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# Start Planning

# Focus on your marketing efforts, creating assets and on-site changes.

## October

### Start your outreach

- Content marketing
- Social media & ads
- Email campaigns

### Prepare your creative assets

- Copywriting
- BFCM Banners
- Social assets
- Transactional emails
- Shareable discount codes

### Plan on-site improvements

- Financing options
- Curated collections
- Holiday-specific landing pages

### Customer Experience

- FAQ
- Autoresponders
- Live and automated chat
- Personalization & Segmentation

### Automation where possible

- Use Shopify Plus Flow & Scripts for sales
- Create BFCM specific Klaviyo Flows
- Shopify Plus Launchpad to automate changes

NOVEMBER - DECEMBER

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# Execute your strategy

# Execute your BFCM plan. Start testing and preparing for launch.

## **November**

### **Launch campaigns**

- Email
- Social media
- Advertising
- Influencer content

### **Test automations**

- Flows
- Scripts
- Launchpad
- Autoresponder/chat
- Transactional emails

### **On-site testing & customer experience**

- Run test purchases
- Check out your transactional email flows
- Text user-experience

# Review metrics, analytics & evaluate.

## December

### Customer Relations

- Email flows for new customers
- Engage with VIP customers
- Be proactive with BFCM customer service
- Get feedback and reviews

### Evaluate BFCM success

- Assess results compared to goals
- Did you get the traffic volume you wanted?
- Did your sales perform?
- Did your site convert?
- Did your automation and processes perform?

### Plan for the future

- Assess analytics and tracking data
- Use data for next years BFCM plan
- Continue to engage all customer segments

Need help creating and launching your BFCM strategy? Let's talk.

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