

BFCM 2023

Readiness Checklist

Your mission:

Maximize sales, delight customers, and turn them into repeat buyers.

Pre-BFCM

- Grow your email and SMS subscriber lists
- Optimize personalization engine across channels
- Update evergreen campaigns and programs (like abandon cart) to include BFCM offers
- Re-engage existing customers
- Build anticipation!
- Plan your discount and non-discount strategies
- Plan campaigns for affiliate/influencer marketing

During-BFCM

- Make sure you identify and can track your key metrics
- Use the momentum to maximize sales with persistent promotion, SMS marketing, and push notifications
- Have a post-purchase upsell strategy
- Leverage SMS marketing to holiday offers
- Plan A/B tests and deploy the winners

Post-BFCM

- Kick off post-holiday campaign and promotions
- Have a solid retention strategy including post-purchase follow-up, subscriptions, loyalty programs, and engagement campaigns
- Nurture all your new customers
- Solicit customer feedback

To learn which strategies to implement at each stage of peak season, download our guide: [“Conquering BFCM: Your Comprehensive Handbook for Success Pre, During, and Post Event.”](#)

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