



Preparation Checklist (1)

1. Website Optimization

- ☐ Conduct load tests to ensure the website can handle increased traffic.
- ☐ Optimize images and graphics for faster loading times.
- ☐ Test and optimize the checkout process for a smooth customer experience.

2. Product Placement and Highlight

- ☐ Identify key products for Black Friday promotions.
- ☐ Feature these products prominently on the website homepage.
- ☐ Implement eye-catching banners and graphics to showcase special deals.

3. Email Marketing Campaigns

- ☐ Plan a series of engaging email campaigns leading up to Black Friday.
- ☐ Consider exclusive early access or sneak peek emails to build anticipation.
- ☐ Test email templates to ensure they display correctly across devices.

4. Social Media Strategy

- ☐ Develop a content calendar for social media platforms.
- ☐ Create teaser posts, countdowns, and interactive content.
- ☐ Encourage followers to share their Black Friday wishlist items.

5. Inventory Management

- ☐ Conduct a thorough inventory check to prevent overselling.
- ☐ Bundle products strategically to move stock efficiently.
- ☐ Set up automated alerts for low-stock items.



Preparation Checklist (2)

6. Customer Support Readiness

- ☐ Ensure customer support teams are well-trained on Black Friday promotions.
- ☐ Set up additional support channels if necessary (live chat, extended hours).
- ☐ Draft responses for common customer queries related to Black Friday deals

7. Marketing Collateral and Creatives

- ☐ Create visually appealing graphics and banners for promotions.
- ☐ Prepare ad copy for online advertising campaigns.
- ☐ Coordinate with the marketing team to ensure consistent branding.

8. Post-Sale Analysis

- ☐ Plan for post-Black Friday analysis to evaluate the success of promotions.
- ☐ Gather data on website traffic, sales, and customer engagement.
- ☐ Identify areas for improvement and opportunities for future promotions.

9. Shipping and Fulfillment

- ☐ Communicate shipping deadlines clearly to customers.
- ☐ Coordinate with shipping partners to ensure timely delivery.
- ☐ Implement order tracking and notifications for customers.

10. Cyber Monday Readiness

- ☐ Plan for any extended promotions or special offers for Cyber Monday.
- ☐ Bundle products strategically to move stock efficiently.
- ☐ Update website banners and marketing materials for the transition from Black Friday to Cyber Monday.