BFCM Checklist

Friday, Nov 27 - Monday, Nov 30

PLANNING

Prepare for a busier Cyber Monday

Test and ensure your website can handle a surge in traffic

You can test the server load capacity of your store with tools like k6 Cloud, or check and fine tune your store with Shopify's online store speed report.

Double-down on your top sales channels

If you're new to multi-channel selling, then explore some of the following online sales channels:

- Google
- Facebook
- Pinterest
- Walmart
- Amazon

Keep an eye on the competition

Keep tabs on competitors on social media and set up Google Alerts to see which websites are talking about them.

Create contingency plans for:

Inventory, Shipping, and Customer Support.

PRODUCT

Make inventory decisions early

Forecast demand using ABC analysis or if you're a Shopify merchant, using Sales by Product report filtered by last year's BFCM dates. Explore forecasting tools and other inventory management apps to help you get inventory right this year.

Consider pandemic product trends

Sell gift cards

- Add gift cards to your store

Optimize your order and fulfillment workflows

- Prioritize your orders by: customer priority, shipping requirements, or product type
- Use Orders Timeline in your admin with specific instructions to your staff

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MARKETING

Craft an irresistible BFCM offer

‣ Get creative with these promotion ideas

‣ Consider a doorbuster sale using loss leader pricing to attract customers

Create banners and hero images to advertise holiday sales

Use a template from CreativeMarket, use online design tools like Taler, Canva, or hire a Shopify Expert to create your graphics.

Retarget past visitors and customers

Learn how to retarget previous visitors and get to know Kit.

Start your email marketing campaigns early

Shopify Email lives within Shopify Marketing in your admin. Some best practices:

‣ Build suspense and buzz before the sale

‣ Sneak peek promotions

‣ Thank you emails

‣ Create abandoned cart emails

Leverage your best advertising channels

Reward loyal customers

CUSTOMERS

Integrate live chat

Check out Shopify Chat, our first native live chat function or visit our app store for more options.

Ensure you provide prompt and personal support

‣ Offer easy and hassle-free returns

‣ Think mobile first

‣ Test how your store looks on a mobile device

Offer easy and hassle-free returns

PERFORMANCE

Think mobile first

Assess your checkout experience

Turn on Shop Pay to increase conversion and checkout speeds.

Test your site and get feedback

Try UserTesting or hire a Shopify Expert to give you feedback.

Set up Google Analytics

Check out our guide to Google Analytics.

Get familiar with your Shopify Reports

Set up heatmaps and other tools to understand user behavior

You can check out heatmap apps in the Shopify App Store as well as looking at some advanced anavlytics tools in the Shopify App Store.

POST BFCM

Turn seasonal shoppers into year-round customers

Reflect on what worked and what didn't

Visit the **BFCM website** for more tips, tricks, and tools to have a successful BFCM — whatever that means to you.

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