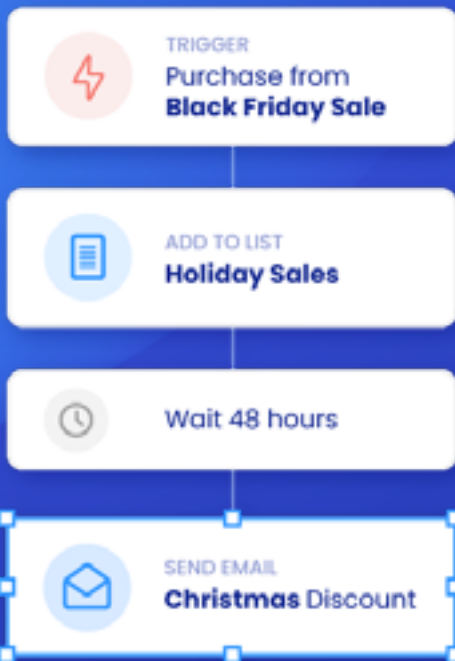


CHECKLIST

Maximum Black Friday success in 4 Steps



Editor

To:
From:

Hi Grace!



deployteq

Black Friday Checklist

Black Friday and Cyber Monday. The most significant retail event of the year. It's the run-up to Christmas and shoppers are preparing to part with their hard-earned cash. However, these are not just important days for retail; there are also opportunities for non-profits during Giving Tuesday. This lesser-known day counterbalances the buying habits of Black Friday and Cyber Monday and inspires people to show a act of kindness to others.

There are a few important considerations you have to make to ensure your success and achieve the results you're hoping for. With this checklist, you can make sure you've ticked off everything you need to, to make sure the day runs smoothly and with a fewer headaches.

Step 1: Prepare

We might be stating the obvious, but there are lots to think about when preparing the retail days of the year. When the conversions rolls around, you want to be ready for anything and have a plan in place. Make life a little easier by ensuring you and your team are clear on the following:

ANALYSE LAST YEAR'S RESULTS

Those who do not learn from history are doomed to repeat it. Look at what worked well last year and what went wrong. Use previous campaign results and data from your sale to avoid making the same mistakes again, but also discover what your customers really want.

CREATE A TIMELINE

Your timeline should include your promotion plan and communication dates as well as when you want the sale to begin and when you want the sale to end.

**Click to
check the
boxes!**

KEEP OPEN COMMUNICATION WITH YOUR SUPPLIERS

Can you and your supplier handle the increase in demand, and are they able to deliver on time for the big event?

Make a list of your most essential suppliers here and mark when you have made contact:

OFFER YOUR CUSTOMERS AN IRRESISTIBLE OFFER

During Black Friday and Cyber Monday, shoppers are looking for extreme discounts. The higher the discount rate the better. Work out for yourself how far you can go and how much discount you can offer on your products and then create an offer that your customers cannot refuse. What about non-profits? Show your loyal contributors your appreciation by making them an exclusive offer during Giving Tuesday.

MAKE AN EMERGENCY PLAN

Prepare for the worst. By that we don't mean unrealistic fears, but make sure you have a plan in place in case something goes wrong. For example, what happens if a product is sold out? Or if your supplier can't meet your requirements? Make sure you always have a plan B.

25% of conversions on Black Friday come via email.

Make sure you have your email basics in place before the event.

NOTE POSSIBLE PROBLEMS, FOLLOWED BY SOLUTIONS

Issue

Solution

Issue

Solution

Issue

Solution

Issue

Solution

Food for thought!

Cross- and upselling are great ways to increase revenue. Link products on your website to ensure you're seizing every opportunity

Step 2: Promotion

In a sea of websites and online stores, it is important to promote your online store. How can anyone else know to be with you? The run-up and promotion is the key to success. How do you let potential customers know you're there and entice them to buy from you.

DO YOU HAVE A HEALTHY DATABASE?

All your efforts are wasted if your campaigns do not reach the right recipient. Be sure to connect with a satisfied, healthy database to ensure your message is received.

CREATE A MULTICHANNEL COMMUNICATIONS PLAN

Sending an email is great, but have you supported it with messages from your other channels? By using all available channels, you create a seamless customer experience that causes satisfaction scores to skyrocket.

Mark, on a scale of 1 – 5 how happy you are with your current communication plan for the following channels to highlight which areas you need to focus on improving over the coming weeks.

HOW SATISFIED ARE YOU WITH YOUR CURRENT STRATEGY? 1 – 5 (5 = HAPPIEST)

CHANNEL	1	2	3	4	5
Email					
SMS					
Push notifications					
Mobile inbox					
In-App messages					
Direct mail / print					
Social media					

ABANDONED CART EMAIL

60% to 80% of online shopping carts are left before the customer completes his purchase. Abandoned shopping cart emails ensure that a good portion of those incomplete orders are finalised.

PRE-ANNOUNCEMENT

Send the details of the sale ahead of time to existing subscribers and then send a reminder email when the Black Friday sale officially begins.

INTERACTIVE EMAILS

Make sure you stand out with some eye-catching interaction with your emails, including a countdown timer or even something a bit more advance such as Parallax.

SEGMENT YOUR PROFILES

Every customer must receive a relevant offer, which is why it is important to segment your profiles. By segmenting on, for example, location, gender or another variable, you are able to create personalised messages that will guarantee maximum conversion.

ALIGN YOUR MOBILE STRATEGY

Think mobile! Year on year, more people are making purchases from their mobiles rather than a desktop. Think hard about the following:

Is my website responsive?

Test purchases through your app.

Timely Push Notifications in place.

Time sensitive offers stored in the mobile inbox for duration of Black Friday, Cyber Monday and Giving Tuesday

CAMPAIGNS TO BOOST CONVERSIONS

Retargeting campaign

If someone has bought from you in the past, they're more likely to buy from you in the future. Set-up a retargeting campaign through either social, email or mobile messaging to let them know you're having another sale.

Loyalty campaigns

Reward your loyal customers with a special offer, don't roll this one out to your whole database but keep your returning customers happy and you'll end up with a robust fruitful relationship.

TIP

To ensure that mobile purchases run smoothly, keep testing the process in the run-up to Black Friday.

Step 3: A great website

Your website is the most important place during Black Friday, Cyber Monday and Giving Tuesday where you need to be visible. So make sure your website is in top condition.

USE A COUNTDOWN TIMER

The best thing about BFCM is it's only available for a limited time. Creating suspense and scarcity implores your audience to make spontaneous purchases. Reinforce the suspense with a countdown timer.

BOLD BANNER DESIGN

A bold banner including details of your sale is essential. People need to know immediately when hitting your site what they can expect.

EYE-CATCHING HERO IMAGE

Grab people's attention with a strong image that draws them to your page.

TEST YOUR WEBSITE

Since the pandemic, we can be found online even more. As a result, traffic to websites has increased tremendously. Is your website calculated for this extra Black Friday, Cyber Monday or Giving Tuesday traffic? Test this in advance to make sure you can serve your customers throughout the sales period.

TIP

Think about data-driven design and how that may help you achieve the best results from your aesthetics.



Step 4: Reflection

Definitely something to remember! Christmas is still coming and that means there are still plenty of opportunities to improve your campaigns, but also to take away what did go well.

Google Analytics has a wealth of information about what's popular on your website and which email campaigns went well. Start reporting and analyzing statistics to perform even better in the coming months.

Turn the customers you interacted with during Black Friday, Cyber Monday and Giving Tuesday into repeat customers throughout the year with the following campaigns:

THANK YOU CAMPAIGN

Give your organisation a human touch. Thank your subscribers for supporting your business and form great relationships.

FOLLOW-UP CAMPAIGN

It's important to let people know when your sale has ended. Follow up with customers who have purchased or donated something (and subscribers who haven't) to see if you can offer them additional value.

Once these hectic days are over, it is important to take notes. Make a list of 4 things that went well, 4 things that did not go according to plan and end with 4 actions for the next few months.

What went well?

What didn't go to plan?

What actions will you take?

Wrapping up

You succeeded. Another year, another success story. Remember, there is a lot involved in preparing for Black Friday, Cyber Monday and Giving Tuesday. Do everything you can to reduce the stress of that day and be ready for an influx of website traffic and conversions. Good luck!

CAN WE HELP?

If you still have questions on how to optimise your communication strategies in the lead up to Black Friday, [get in touch](#), and we'll give you a helping hand!

Go to www.deployteq.com or call us on +31 30 698 8080.