

Your 14-point BFCM Preparedness Checklist

The COVID-19 pandemic definitely changed customer preferences. In 2020, we saw exponential growth in online shopping. However, with restrictions easing up in early 2022, there is an expectation that growth in online sales will be somewhat conservative.

It is expected that much like 2020 and 2021, we'll see BFCM sales start earlier and last longer. There may be an even bigger focus on hybrid shopping, as consumers will tie together online and offline sales.

BFCM 2022 may also be the battleground of loyalty. Customers will place greater importance on brands that they can be advocates for.

Q4 is an opportunity not to be missed, so make sure your BFCM strategy is future-proof.

- Start letting visitors know about your upcoming sale in advance.
- Prepare for excited shoppers looking for gift ideas or upcoming deals.
- Identify bundle deals to maximize your average order value.
- Optimize, update and test your flows: Welcome, Back-in-stock, post-purchase, cart abandonment.
- Pre-plan your Holiday Content in advance: Seasonal banners, hero images, copies
- Create key audience segments: Engaged, Unengaged, VIPs, and 2019 BFCM shoppers.
- Re-engage inactive customers now to have a healthy list in Q4.
- Review your margins & inventory.
- Start collecting user-generated content like reviews and social media posts.
- Craft an irresistible BFCM offer: Organize your upcoming sales.
- Create contingency plans for BFCM 2022.
- Ensure your website is crash-proof for incoming BFCM traffic.
- Conclude all A/B tests by Q3: Deliverability, Opens, Click-throughs, AOV etc.
- Internal audit: Ensure your internal team is able to handle the BFCM workload while preparing early
- Pre-sale Hype: Send personalized content to engaged, VIPs, and last year's BFCM shoppers.