

BFCM 2025 Strategy Checklist

Plan smarter-> Convert better->Keep customers longer

SECTION 1: Pre-BFCM Setup

- Forecast top-selling SKUs using the last 90 days + past BFCM data
- Segment email/SMS lists by engagement + purchase history
- Create an early-access teaser page with signup + countdown
- Warm up ad audiences (retargeting + soft brand awareness)
- Run tech, speed, and mobile-friendliness audits
- Map bundles and discounts ahead of time

SECTION 2: Conversion Boosters

- Set up tiered discounts by order value
- Add Free gift threshold above average order value (AOV)
- Create high-value product bundles
- Install cart countdown timer
- Use exit-intent or mystery pop-ups
- Add free shipping bar across the site
- Enable one-click upsells during checkout

SECTION 3: Omnichannel Campaigns

- Build 3-part email series: early access, launch day, final call
- Send VIP-only SMS drops with early codes
- Launch “deal drop” content on Reels, TikTok, Stories
- Set up urgency-based retargeting ads
- Plan influencer collab or 1-day takeover
- Enable push notifications for mobile-only deals
- Schedule “Deal of the Hour” alerts across multiple platforms

SECTION 4: Post-Purchase & Retention

- Build a 4-part thank-you flow (confirmation → tips → review → offer)
- Launch referral program or gift card rewards
- Collect UGC + reviews (email follow-up or social challenge)
- Schedule bounceback promo 7–10 days post-BFCM

SECTION 5: AI & Advanced Plays

- Enable predictive personalization in product feeds
- Test AI-written copy variants (headlines, CTAs, subject lines)
- Use live pricing optimization tools
- Add AI-powered chat for cart recovery
- Swap offers in real-time based on stock/CTR



Common Pitfalls to Avoid

- No site speed or hosting prep
- Forgot shipping cutoff timers
- Over-discounting key products
- One-size-fits-all emails — no segmentation