

# BFCM 2019

Friday, Nov 29 - Monday, Dec 2



## Breakthrough BFCM Checklist

**Start planning early for customers who are already researching deals**

### Plan your BFCM offers

Get creative with these [promotion ideas](#)

Consider a doorbuster sale using [loss leader pricing](#) to attract customers

### Organize your upcoming sales

Create a planned sales map with [this template](#)

Check out the Shopify app store for [sales scheduling apps](#)

### Create contingency plans for:

[Inventory](#), [Shipping](#), and [Customer Support](#)

### Ensure your store can handle the increased traffic and demand

Work with suppliers and get additional help if needed

Test your server load capacity with [Load Impact](#) (if you're not on Shopify)

### Create banners and hero images to advertise your holiday sales

### Plan your advertising strategy and review our guides on how to run effective campaigns

[Instagram Advertising](#), [Facebook Advertising](#), and [Google Ads](#)

### Build suspense and buzz around your upcoming sale

Create intrigue and tease promos with emails and social media sneak-peeks

### Consider creating abandoned cart emails

Set up [Shopify's built-in abandoned cart recovery](#) or check out these [abandoned cart apps](#)

### Prepare your shop's mobile experience—more sales happen today on mobile than desktop

### Test your site and get feedback

Ask friends or fellow merchants or use services like [UserTesting](#)

### Place tracking pixels to remarket to your holiday sales traffic

Learn [how the Facebook pixel works](#) and how to tag your site for [Google Ads remarketing](#)

Learn how to [add both tracking code snippets](#) using Shopify

### Retarget past visitors and customers

Try [Kit](#), a free virtual assistant app for Facebook and Instagram ads

Learn about [sequential retargeting](#)

# Breakthrough BFCM Checklist



**Begin pitching to blogs and gift guides to generate more awareness for your store**

**Start your email marketing campaigns (the highest sales conversion tool for BFCM).**

Consider sending the following emails:

- Announcement of BFCM Sales Details
- Last reminder before the sale ends
- Exclusive sale for email subscribers
- Sneak-peek of upcoming promotions

**Use the influx of traffic you're expecting to build your email list**

Try these [list building strategies](#) to convert visitors who aren't ready to buy into subscribers

**Reward loyal customers with exclusive offers and retarget them with the best deals**

**Build in scarcity or urgency where possible**

Let customers know when a deal is about to end and consider [countdown timers](#)

**Consider enabling [live chat](#) at times when you're available**

**Ensure you have quick and courteous responses and additional customer support when needed**

**Offer easy and hassle-free returns and make sure your [return policy](#) is clear and fair**

**Set up Google Analytics to understand your customers' shopping behavior**

**Get familiar with your [Shopify Reports](#)**

**Set up heatmaps or advanced user traffic tracking services**

**Keep an eye on the competition but don't get too inspired**

**Turn these BFCM into year-round customers by sending out a post-sale email and retargeting customers later on**

**Reflect on what worked and what didn't for the next BFCM**



Visit the BFCM Toolbox for more tips, tricks, and tools to help you have a Breakthrough BFCM.

[Go to BFCM Toolbox](#)

