

CYBER MONDAY/BLACK FRIDAY CHECKLIST FOR RETAILERS

Although it's best to begin preparation months in advance, if you find yourself just weeks away from the big event without a plan in place, you still have time to get set up. With that in mind, we offer this Cyber Monday/Black Friday checklist to get ready for the year's busiest shopping season.

CHOOSE YOUR PROMOTION.



You'll want to consider not just what item in your lineup of products or services is most likely to catch the attention of shoppers, but also what you can offer them in terms of convenience or timing at a busy time of year.

CREATE A MARKETING PLAN.



Depending on your specific business niche and customer base, the most effective method way of doing this could be via website banners and display ads, email, social media, ads in your local newspaper, or some other combination thereof.

TEST YOUR WEBSITE AND TECH INFRASTRUCTURE.



Make sure your IT team understands the importance of testing your site and shopping cart. Double-check any promotional URLs, landing pages and general workflows to weed out errors or broken links.

DOUBLE-CHECK YOUR CUSTOMER CARE CAPABILITIES.



It's important to create a schedule that allows staff members to perform as much as they can before or after the holidays, while also preparing them to work certain evening and overnight shifts to accommodate customer demand.

PERFORM A SECURITY CHECK.



Because of a high level of data breaches that have made headlines over the past half-decade, customers are more aware of security than ever before. So make it a point to double-check your processes for protecting consumer data as far in advance as possible.

Need Help Fulfilling Your Black Friday Checklist? We Can Help.

Our Cyber Monday/Black Friday checklist hits the most important aspects of preparing for the post-Thanksgiving sales season, but there are plenty of other items that merit consideration, too. You should also be prepared to apply any lessons you learn this year to the next sales season.

TAKE THE FIRST STEP NOW