

Don't forget to scroll down to the bottom and view the post-BFCM items!

Black Friday/Cyber Monday (BFCM) Last Minute Checklist		Timeframe
Update Forms	<ul style="list-style-type: none"> <li><input type="checkbox"/> Double check the list every sign up source is connected to (ex: form submissions are adding to your main "Newsletter" list)</li> <li><input type="checkbox"/> Update forms to call out BFCM promos, rather than the typical welcome promo</li> </ul>	By the day before BFCM promo begins
Check & Update Flows	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Update Welcome Series (and any other flows) to call out BFCM promos, rather than the typical promo using flow <a href="#">variations</a> or <a href="#">cloning flow emails</a></b></li> <li><input type="checkbox"/> <b>Abandonment Flows - Shorten time delays</b>, move SMS higher up, turn off Smart Sending for the first email</li> <li><input type="checkbox"/> <b>Browse Abandonment - Target frequent browsers</b> with conditional splits to cater to profiles who have viewed a product multiple times in the last 3 days</li> <li><input type="checkbox"/> Double check that the Welcome Series is connected to the same list that sign up sources are connected to</li> <li><input type="checkbox"/> Confirm top revenue generating flows are live and sending</li> </ul>	By the day before BFCM promo begins
Build Segments	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Build segments by EOD Wednesday 11/24 for BFCM</b></li> <li><input type="checkbox"/> Confirm you are only sending to profiles that explicitly subscribed to marketing content</li> <li><input type="checkbox"/> To segment on <a href="#">future</a> campaign engagement, use <a href="#">this method</a> to filter by "Message" and use the Campaign ID</li> </ul>	By the day before BFCM promo begins
Build BFCM Campaigns	<ul style="list-style-type: none"> <li><input type="checkbox"/> If offering higher discounts later in the weekend, consider excluding recent purchasers from subsequent campaigns</li> <li><input type="checkbox"/> Utilize <a href="#">universal content</a> to easily update promotional messaging across email templates</li> <li><input type="checkbox"/> If concerned about the amount of traffic impacting website performance, deliver emails using <a href="#">Smart Send Time</a> or <a href="#">Batch Sending</a></li> <li><input type="checkbox"/> Double-check content to ensure you're linking to the right pages on your website</li> <li><input type="checkbox"/> <a href="#">Tag</a> your campaigns as "BFCM 2022" to be able to easily filter in reporting</li> <li><input type="checkbox"/> Enable <a href="#">UTM tracking</a> for messaging you want to measure the performance of in Google Analytics</li> </ul>	By the day before BFCM promo begins
Schedule BFCM Campaigns	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>If you want the most up-to-date segmentation at the time of send, schedule email campaigns to <a href="#">determine recipients at send time</a></b></li> <li><input type="checkbox"/> <b>Send campaigns at off times (6:15am or 7:45am)</b></li> </ul>	By the day before BFCM promo begins

	<input type="checkbox"/> Send in company time zone to announce sale <input type="checkbox"/> Turn off Smart Sending for campaigns that need to be sent to all recipients <input type="checkbox"/> Sort campaigns using the <a href="#">scheduled status</a> to see a list of your campaigns that are scheduled to go out in the future <input type="checkbox"/> <b>Not sure who to send to?</b> Check out our <a href="#">sample sending</a> schedule for inspiration	
<b>Update Marketing Channels</b>	<input type="checkbox"/> Consider increasing your bids on Google Shopping and any other paid advertising that will drive customers back to the site temporarily <input type="checkbox"/> Utilize the <a href="#">Google Ads Integration</a> and <a href="#">Facebook Integration</a> for cross channel marketing	Nov
<b>Double Check Integrations</b>	<input type="checkbox"/> Double check that all integrations are active and sending data to Klaviyo correctly	Nov
<b>Monitor Performance</b>	<input type="checkbox"/> Periodically check in to confirm open rates and revenue are trending where anticipated over the course of the weekend	BFCM Weekend
<b>Check Payment Plans</b>	<input type="checkbox"/> Turn on <a href="#">auto upgrade</a> for email/SMS to prevent disruptions in sending	Nov

Post BFCM (December - January 2022)		Timeframe
<b>Review Performance</b>	<input type="checkbox"/> Utilize the <a href="#">account overview dashboard</a> to understand how your content calendar drove purchases over BFCM	November 30
<b>SMS Strategies</b>	<input type="checkbox"/> Use SMS to send any last minute updates, including end-of-sale or shipping cut-off dates	November - December
<b>Remove any Updates to Flows and Forms</b>	<input type="checkbox"/> Clean up any updates made to flows that were specific to BFCM <input type="checkbox"/> Keep any notifications needed for the final shipping dates	November 30
<b>Confirm Holiday Sending</b>	<input type="checkbox"/> Schedule campaigns for holiday sending to relevant segments and remember to note shipping cut off dates.	November 30-December 1
<b>Retention</b>	<input type="checkbox"/> Turn your BFCM purchasers into loyal customers. Create a <a href="#">post purchase flow</a> and <a href="#">cross sell segments</a> to target customers with items relevant to their purchase <input type="checkbox"/> Look into 3rd party loyalty programs to drive additional purchases	November 30-January 2023

**Maintain  
Deliverability**

- ☐ Remove unengaged profiles through [list cleaning](#)
- ☐ Focus on sending to [engaged segments](#) to rebuild deliverability

January 2023