



Your 2025 BFCM Checklist



● Foundational (Now – October 15)

- ☐ Finalize strategy, goals & campaign calendar
- ☐ Clean & segment email/SMS lists
- ☐ Audit deliverability & compliance
- ☐ Set key automations (welcome, cart, win-back)
- ☐ A/B test subject lines, offers & CTAs

● Build Momentum (October 15 – October 31)

- ☐ Launch early seasonal campaigns
- ☐ Create cross-channel assets (email, SMS, social, banners)
- ☐ Set dashboards to track KPIs
- ☐ Run site performance & accessibility scans
- ☐ Prep support FAQs & workflows

● Preparation (October 31 – November 7)

- ☐ Finalize BFCM offers aligned with inventory & margins
- ☐ Add urgency assets: countdowns, early VIP access

● Peak Season (November 7 – December 1)

- ☐ **Pre BFCM Warm-Up:** Gratitude & seasonal messaging
- ☐ **BFCM Urgency:** Countdown timers, limited stock, doorbusters
- ☐ **Provide Clear Value:** Bundles, exclusives, digital-only offers
- ☐ **Focus on Retention:** VIP rewards & loyalty perks

● Post-BFCM (December 2 – December 31)

- ☐ Holiday campaigns (Hanukkah, Christmas, Boxing Day)
- ☐ Clearance & "treat yourself" offers
- ☐ New Year's routine & resolution promos
- ☐ Ongoing loyalty & post-purchase flows