

[ActiveCampaign](#) >

# Black Friday Cyber Monday Checklist

By following this checklist, you can optimize your use of ActiveCampaign to run successful BFCM campaigns and enhance your customer engagement and sales during this critical shopping period.



# Pre-Black Friday Cyber Monday Prep

## STEP 1 Plan Your Campaigns

- Define your goals such as outlining sales targets, amount of new subscribers, and engagement rates.
- Create segments to maximize the effectiveness of your BFCM campaigns. Here are several segment ideas for Black Friday and Cyber Monday (BFCM) using ActiveCampaign:
  - High value customers:** Offer exclusive early access to sales or higher discounts to reward loyalty to customers who have spent above a certain threshold.
    - Total Revenue [greater than or equal to] XX
  - Recent buyers:** Encourage repeat purchases with product suggestions and special offers to customers who have made a purchase within the last 30-90 days.
    - Create a campaign and use the Product Catalog block to drop in products and Coupon block to populate a promotion code.
    - Order date [is on or after] Aug 1
  - Inactive customers:** Reactivate them with enticing discounts or personalized product recommendations to customers who haven't made a purchase in the last 6 months or more.
    - Create a campaign and use the Product Catalog block to drop in products and Coupon block to populate a promotion code.
    - Last order date [is before] April 1, 2024
  - Email Engagers:** Nudge them towards making a purchase with targeted offers to subscribers who frequently open and click your emails but haven't purchased.
    - Has clicked on a link [any email] [any link] [in the last] [30] [days]  
AND
    - Total order [less than or equal to] 0

- Referral Program Participants:** Send targeted promotions featuring products from those categories to customers who have shown interest in specific product categories based on browsing history.
  - Contacts > Manage Fields > add field > Field name Referral Program and fill out the rest
  - Contact details > Referral Program [is] yes
- First-time buyers:** Encourage a second purchase with a special discount or bundle offer to customers who have only made one purchase.
  - [total orders] is [one]
- VIP Customers:** Offer exclusive VIP perks, early access to sales, or additional discounts to the top 10-20% of customers based on purchase frequency and amount.
- Social Media Engagers:** Integrate social proof and user-generated content into your email campaigns for this segment to customers who frequently engage with your brand on social media.
  - [facebook custom audience]
- Newsletter Subscribers:** Convert them with special offers and limited-time deals to subscribers to your regular newsletters who haven't purchased yet.
  - is subscribed to list (active) all of [newsletter list name]
- Create a content calendar with pre-sale teasers, the main event, and post-sale follow-ups for each segment you target from above.

## STEP 2 Design Email Templates

- Create attractive and mobile-friendly email templates.
- Use compelling subject lines and pre-header text to increase open rates.
- Ensure all links and CTA buttons are functional and trackable.

## STEP 3 Update your Automations for BFCM

- Welcome Series: for new subscribers joining your list during BFCM.
- [Abandoned Cart](#): to recover potential lost sales.
- [Targeted Follow-Up](#): to convert subscribers who clicked a product link
- Win-back Campaigns: to unsubscribers before BFCM.

## STEP 4 Landing Pages

- Design dedicated landing pages for your BFCM deals.
- Optimize for SEO and ensure fast loading times.
- Include clear call-to-actions and easy navigation to purchase.

## STEP 5 Forms

- Offer special BFCM discounts in exchange for email sign-ups.

### Technical Checks

#### Assess [Email Deliverability](#)

- Verify your sender reputation.
- Test emails for spam triggers.

#### Website and Infrastructure

- Ensure your website can handle increased traffic.
- Check payment gateways and checkout processes for seamless transactions.

# During Black Friday Cyber Monday Prep

## STEP 1 Monitor Campaign Performance

- Track open rates, click-through rates, and conversions in real-time.
- A/B test different subject lines, CTAs, and email designs.
- Adjust campaigns based on performance data.

## STEP 2 Engage with Real-time Messaging

- Send SMS notifications for time-sensitive deals.

## STEP 3 Personalize Communications

- Use dynamic content to tailor emails to individual customer preferences.
- Highlight products based on past purchases utilizing the [Product Catalog](#) block.

The image features a woman in the foreground looking at her smartphone. Overlaid on the left is a flowchart for an abandoned cart campaign:

- Trigger: **Customer abandons cart** (with a shopping bag icon)
- Action: **Wait 1 day** (with a clock icon)
- Action: **Send email** (with an envelope icon): "You left something behind"
- Decision: **Did customer recover cart?**
- Path YES: **Wait 7 days** (with a clock icon)
- Path YES: **Send email** (with an envelope icon): "New products you'll love!"
- Path NO: **Send SMS** (with a speech bubble icon): "10% discount code"

Overlaid on the right is an email template editor for an "Abandoned Cart" email. The preview shows:

- Subject: **Forget something?**
- Text: "Don't worry, we saved your cart"
- CTA: **Checkout Now** (button)
- Image: A woman in a white hoodie.

At the bottom right, a dark grey box displays a shopping bag icon, the amount **\$7,840**, and the text **Total Sales**.

# Post-Black Friday Cyber Monday Follow-Up

## STEP 1 Update Automations to remove BFCM language

- Welcome Series
- Abandoned Cart
- Targeted Follow-up
- Win-Back Series

## STEP 2 Thank You Emails

- Send thank you emails to customers who made a purchase.
- Gather customer insights with a survey using the [Typeform integration](#).

### Implement Customer Retention Strategies

- Share content based off of purchases.
- Implement loyalty programs or rewards for BFCM shoppers.
- Encourage social sharing and reviews.

## STEP 3 Analyze Campaign Results

- Review overall campaign performance metrics.
- Compare results against your initial goals.
- Identify areas for improvement for future campaigns.

## STEP 4 Retargeting Campaigns

- Offer post-BFCM discounts or exclusive offers.