

BFCM 2026 Strategy Checklist

Plan smarter-> Convert better->Keep customers longer

SECTION 1: Pre-BFCM Setup

- ☐ Forecast top-selling SKUs using the last 90 days + past BFCM data
- ☐ Segment email/SMS lists by engagement + purchase history
- ☐ Create an early-access teaser page with signup + countdown
- ☐ Warm up ad audiences (retargeting + soft brand awareness)
- ☐ Run tech, speed, and mobile-friendliness audits
- ☐ Map bundles and discounts ahead of time

SECTION 2: Conversion Boosters

- ☐ Set up tiered discounts by order value
- ☐ Add Free gift threshold above average order value (AOV)
- ☐ Create high-value product bundles
- ☐ Install cart countdown timer
- ☐ Use exit-intent or mystery pop-ups
- ☐ Add free shipping bar across the site
- ☐ Enable one-click upsells during checkout

SECTION 3: Omnichannel Campaigns

- ☐ Build 3-part email series: early access, launch day, final call
- ☐ Send VIP-only SMS drops with early codes
- ☐ Launch “deal drop” content on Reels, TikTok, Stories
- ☐ Set up urgency-based retargeting ads
- ☐ Plan influencer collab or 1-day takeover
- ☐ Enable push notifications for mobile-only deals
- ☐ Schedule “Deal of the Hour” alerts across multiple platforms

SECTION 4: Post-Purchase & Retention

- ☐ Build a 4-part thank-you flow (confirmation → tips → review → offer)
- ☐ Launch referral program or gift card rewards
- ☐ Collect UGC + reviews (email follow-up or social challenge)
- ☐ Schedule bounceback promo 7–10 days post-BFCM

SECTION 5: AI & Advanced Plays

- ☐ Enable predictive personalization in product feeds
- ☐ Test AI-written copy variants (headlines, CTAs, subject lines)
- ☐ Use live pricing optimization tools
- ☐ Add AI-powered chat for cart recovery
- ☐ Swap offers in real-time based on stock/CTR



Common Pitfalls to Avoid

- ☐ No site speed or hosting prep
- ☐ Forgot shipping cutoff timers
- ☐ Over-discounting key products
- ☐ One-size-fits-all emails — no segmentation