

How to Win Big
on Black Friday:
**The Ecommerce
Checklist**

**BLACK
FRIDAY**
2022



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About Vaimo

Vaimo's Strategy and Consulting Team created a Playbook to help you win big this Black Friday.

Are you ready to welcome the eager hoards of shoppers to your ecommerce store this sales season?

Our 14+ years of ecommerce experience means we know how to knock it out of the park during Black Friday and Cyber Week.

Use our Black Friday Playbook to make sure all your boxes are ticked beforehand—so you can kick back, relax, and watch the sales pile in.

Vaimo is one of the world's most respected experts in digital commerce and experience. We are a full-service omnichannel partner with a 14-year track record of driving success in ecommerce across the B2B, B2C, and D2C sectors. We work with brands, retailers, and manufacturers globally and our 500+ employees work locally in over 15 countries.

14

years of
experience

500+

ecommerce
experts

100%

ecommerce
focus



We are very happy with our results on Black Friday — we couldn't have asked for a better start to the holiday season. The close collaboration we had with our dedicated team at Vaimo to prepare for Black Friday and the support we received during this critical week has been invaluable.



Jakob Dahlner

Ecommerce Manager at Elon

How to: Strategy

What strategic decisions do I need to make?

- What are my targets for the day/weekend/week, such as Average Order Value (AOV), Conversion Rate (CR), overall sales, and orders?
- What kind of promotions will I run?
- What are my promotion dates?
- What are the start and end times for the promotions?
- Will I run different promotions on different days?
- Will I offer early access to key customers through a dedicated web page?
- What percentage of buffer stock will I have?
- Will I run Google Shopping Promotions?
- Will I run my promotions on-site or via a pop-up?
- Should I use a "daily deal" leading up to Black Friday to stagger traffic?

What operational decisions do I need to make?

- Will I disable specific payment methods?
- Will I offer free delivery?
- Will I run Click & Collect?
- Will I have a countdown timer leading up to Black Friday?
- Will I create a loss leader?

How to: Marketing

How will I set up my campaigns?

- Is my home page callout for the Black Friday campaigns ready?
- Are my low-fidelity wireframes ready for the home and landing pages?
- Is my descriptive URL ready (/black-friday-deals/ or /black-friday-sale/), and if possible, is it the same URL as last year?
- Have my abandoned-cart emails been activated?
- Is the Black Friday payment success page in place to manage fulfilment expectations?

How will I promote my Black Friday sale?

- Are my social media ads set up to begin ____ weeks before my sale starts?
- Are my promotional emails set up to launch starting on the following date __/__, to be sent ____times per week?
- Do the product descriptions include buzz words such as unique, durable, sale, or Black Friday?
- Is the landing page SEO friendly?
- Does the landing page use targeted Black Friday keywords, meta tags, descriptions, and more?

How to: IT

What tests do I need to run?

Is the performance confirmed at _____ at a minimum?

Can the website handle _____ load?

Have I ensured that no bottlenecks exist on the site?

Is the checkout funnel intuitive for desktop and mobile, and does it meet best practice standards?

Is the order processing capacity at least _____?

Do the prices update in ___ seconds?

Does the stock leave the system in ___ seconds?

What technical aspects do I need to focus on?

Are unneeded indexes and schedulers switched off?

Is the code freeze (no new products, promotions, content changes) in place in time before the Black Friday promotions begin?

Are the admin users, website activities, and updates kept at a minimum for the sale period?

How to: Organization and Reporting

How do I prepare my team?

Is a detailed schedule in place for action points and the individuals responsible?

Is the back-up staff schedule in place?

Are the customer service templates ready for a faster turnaround on repeat questions?

How can I keep track of results?

Is the dashboard in place for real-time monitoring (traffic, revenue, average order value, average order quantity, transactions, conversion rate)?

Did I use last year's data as a baseline on the dashboard?

Is the tagging and tracking in place?

How to: Prepare for the Worst

How can I prepare for the worst-case scenario?

Is the "sold-out" badge ready?

Is the maintenance page ready?

Do I have a plan ready in case I oversell or run out of stock too quickly?

Do I have a chain of communication, roles and responsibility, turnaround time, and expectations from my support team in place in case the site goes down?

Is a queue system in place for higher than anticipated traffic?

Is a secondary payment gateway in place?

Is a system ready for monitoring social media channels for unhappy customers?

Is the Black Friday campaign ready to launch early, in case competitors begin earlier than expected?

How to: Work with Partners

How do I work with partners?

My payment service provider is _____.

My payment service provider is proven to withstand high volumes, at _____.

Do my SLAs with partners include support availability and expected resolution time?

Do I have processes in place for my team to request support?

Have I communicated my key dates and expectations to my partners?

Is my hosting provider able to cope with my anticipated traffic?

