

Prep Your Website for Black Friday

A DIGITAL MARKETING

CHECKLIST

Web Design

- Update home page for Black Friday.
- Simplify forms and checkout process.
- Test site to ensure all pages are mobile-friendly.
- Set up live chat.

Email Marketing

- Craft emails to build anticipation for sales.
- Write copy for transactional emails.
- Write emails to remind shoppers that sale is about to end.
- Test email links.
- Create landing pages that align with email CTAs.

SEO

- Check page load times.
- Create landing pages for sales categories.
- Research long-tail keywords.
- Pitch products to influencers who curate gift guides.
- Local brick-and-mortars: check online listings.

PPC

- Set up meeting with PPC team.
- Create campaigns for shoppers doing research before Black Friday.
- Prepare ads for several top sellers if you may run out of inventory.
- Retarget web users who have already visited your site.

Social Media

- Use Facebook and Twitter remarketing.
- Create exclusive offers for followers on social media.
- Put together holiday gift guides and share on social sites.
- Have team member monitor twitter on Black Friday/Cyber Monday.