

**Wunderkind**

# The Navigator's Compass: A BFCM Checklist

X marks the spot, and that spot is skyrocketing sales this Black Friday & Cyber Monday. This trusty checklist is your map to hidden holiday riches – from gold-filled inboxes to carts brimming with booty. Chart your course with smart strategies, avoid the conversion cliffs, and sail smoothly toward your Q4 goals.



# Pre-BFCM Planning

8-12 WEEKS BEFORE

- Set Clear Campaign Goals:**  
Revenue targets, conversion rates, customer acquisition, retention
- Audit Historical Data:**  
Identify top-performing products, best channels, audience segments
- Define Offer Strategy:**  
Decide on % discounts, tiered promotions, bundles, gift-with-purchase
- Segment Your Audience:**
  - High-value repeat customers
  - First-time buyers
  - Cart abandoners
  - Product/category browsers
- Create Personalized Messaging:**
  - Use behavioral data to tailor email/SMS content
  - Segment based on onsite behavior and purchase history
- Inventory & Fulfillment Review:**
  - Confirm stock levels for top-sellers
  - Communicate with fulfillment partners



# Email & SMS Strategy

6-8 WEEKS BEFORE

**Build Email/SMS List:**

- Use pop-ups and embedded forms with BFCM-specific incentives
- Deploy onsite lead capture tools

**Warm Up Your Audience:**

- Send value-focused content leading up to the event
- Highlight bestsellers and tease exclusive deals

**Set Up Triggered Campaigns:**

- Cart/browse abandonment
- Price drop alerts
- Back-in-stock or low inventory

**Email/SMS Cadence Plan:**

- Pre-event teasers (7–10 days before)
- Early access for VIPs/subscribers
- BFCM live alerts (hourly, daily)
- Post-event follow-ups



# Website Readiness

- Performance Check:**  
Ensure load speed and mobile responsiveness
- Onsite Messaging:**
  - Add banners for upcoming deals
  - Highlight delivery cutoffs
- Personalized Onsite Experiences:**
  - Dynamic content blocks for different segments
  - Exit-intent offers and urgency timers.
- Optimize Product Pages:**
  - Add reviews, badges (Bestseller, Limited Time), stock counters



# Paid Media & Retargeting

**Align Paid Campaigns with Email Strategy:**

- Match messaging, visuals, and timing

**Segment & Retarget:**

- Use pixel or server-side tracking to retarget cart abandoners and browsers
- Use lookalike audiences from converters

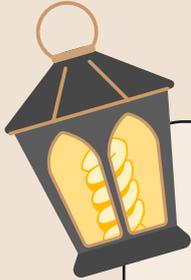
**Platform Checklist:**

- Google Shopping & search ads
- Meta (FB/IG) carousel + video ads
- TikTok + influencer partnerships

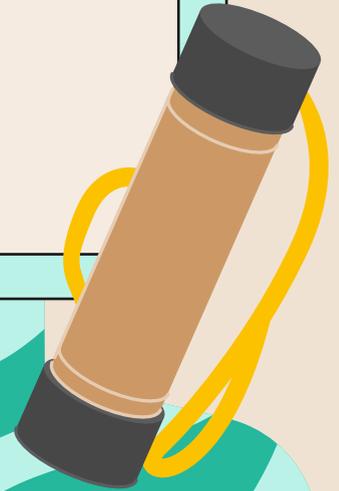


# Real-Time Optimization

## DURING BFCM



- Monitor Performance Hourly:**
  - Adjust budgets to top-performing channels
- On-the-Fly Creative Updates:**
  - Highlight trending products or sold-out messages
- Customer Service Integration:**
  - Prep chatbot or live help with BFCM scripts



# Post-BFCM Retention & Insights

- Thank You & Upsell Campaigns:**
  - Include referral incentives or loyalty program invites
- Abandonment Win-Backs:**
  - Send exclusive offers to those who didn't convert
- Customer Retention Series:**
  - Re-engage new customers through personalized journeys
- Campaign Debrief:**
  - What worked, what didn't
  - Channel attribution & ROI breakdown
  - Feed learnings into holiday/Q1 planning



# Wunderkind Is Your Guide to BFCM Gold

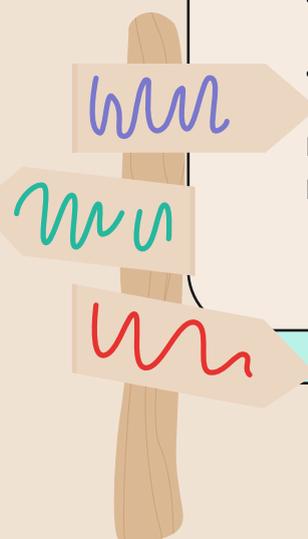
This BFCM, success belongs to the brands that connect personally, instantly, and at scale. That's where Wunderkind comes in.

By identifying your anonymous site visitors, Wunderkind turns traffic into high-value subscribers — and those subscribers into repeat buyers. Our triggered email and SMS campaigns are behavior-based, ultra-personalized, and proven to outperform traditional marketing.

With Wunderkind, you can:

- **Grow your list** before the big rush
- **Capture more revenue** with real-time intent-based messaging
- **Drive conversions** with campaigns that feel tailor-made to every shopper
- **Crush your revenue goals without needing to scale your team**

Don't want to navigate BFCM all on your own? [Drop a message in a bottle](#) and we can help you set sail on the most successful BFCM season ever.



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