

# BFCM 2022

## Checklist

- Set definitive BFCM KPIs
- Make effective use of email and SMS

- Personalize your marketing efforts
- Send out offers and promotions

- Share holiday gift ideas
- Create visually appealing product pages



- Include clear product descriptions

- Add User-Generated Content

- Simplify your checkout process

- Enable multiple and secure payment options

- Optimize your UI/UX

- Keep your inventory in check

- Have a multi-channel approach to selling

- Add a live chat feature



- Include a FAQ section
- Embrace sustainability practices

- Get creative with packaging
- Inform shipping deadlines in advance

- Proactively resolve potential delivery issues
- Send regular order status notifications

- Push the boundaries of order tracking
- Prepare to handle increased returns



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for more such tips

