

The Black Friday checklist for e-commerce merchants

Planning

- Evaluation Black Friday previous year
- Evaluation of sales figures of the year
- Analyse competitors
- Monitor product trends
- Determine budget

Shopsystem performance

- Load testing
- Speed testing
- Page availability

Customer analysis

- Determine customer structure
- Determine the needs of the target group
- Evaluate customer surveys

Product offer

- Create ABC list for all products
- Select products to promote
- Revise product descriptions and images
- Take product trends into account

Pricing

- Offer a super deal
- Apply other forms of discount
- Create variety
- Check price discounting

Marketing activities

- Prepare content, images and banners
- Use social media
- Use email marketing
- Check multi-channel strategy

Customer service

- Set up live chat and messenger
- Train support staff
- Check-out in the shop and optimise
- Make the returns process customer-friendly

Fulfillment

- Clear and sort the warehouse
- Ensure access to products
- Hire additional staff for order processing

Logistics

- Select a reliable shipping service provider
- Take failures into account when drafting contracts
- Keep other shipping service providers in reserve in case of failures

For more information, read the full article [„10 Tips for E-Commerce Merchants for Black Friday“](#) in the eClear Newsroom.