

Shopify BFCM 2023 Checklist

General BFCM best practices

- I have a good discount strategy
- I am offering top-notch customer support
- I have reviewed and installed necessary BFCM Shopify apps
- My website is ready to handle traffic increase

Inventory and shipping

- I am making data-driven decisions about inventory
- I am offering products based on BFCM trends
- I have considered dropshipping and picked reliable suppliers
- I have informed clients about possible shipping delays

Design

- My theme is responsive and up to date
- My home page is following the best practices (banners, countdowns, CTAs)
- My product pages have effective BFCM visuals and are optimized for conversions
- My store is optimized for mobile shopping

Marketing

- I am using a 360-degree marketing campaign model
- My social media channels have updated images and promotional posts
- I have set up an effective email marketing strategy
- My marketing effort is in-sync with my inventory plans