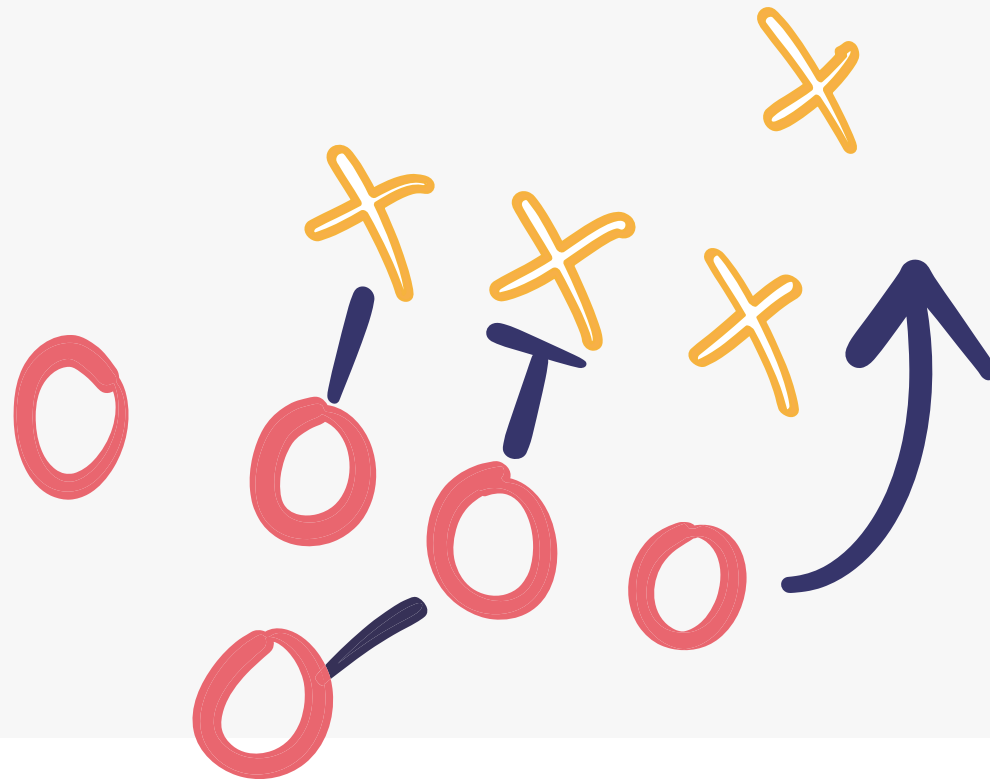


Your last-minute Pre-Black Friday Checklist

Have you made a list (and checked it twice)?

Most retailers start building their marketing strategy for BFCM before summer is out. So as strategies are being shared, implemented, and optimised - we've pulled together a list of what we think are some key preparations and activities that can support a strong Black Friday/Cyber Monday marketing strategy. You'll also find a guide on avoiding deliverability disasters, and after the checklist, there is a comprehensive list of key dates (official and unofficial) that can be leveraged in campaigns and touchpoints through the festive season.



Last-minute pre-holiday checklist

— Have you?

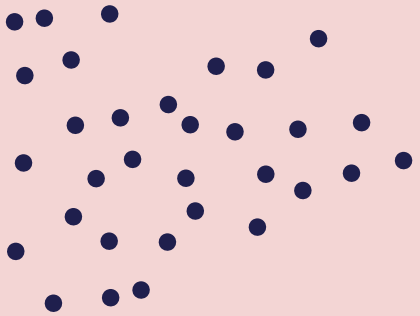
- Created or updated marketing calendar with ALL activities
- Created your deliverability and send plan (want to avoid deliverability dramas? Check out our guide [here](#))
- Reviewed your data and done basic list hygiene
- Highlighted key dates (e.g. Black Friday, Green Tuesday, Shipping cutoffs) - no? We have a list of key dates below you can use.
- 'Holidized' your site and content
- Updated email headers and footers on ALL emails (BAU, triggers, transactional)
- Optimized emails and site for mobile - shopping behavior is increasingly becoming mobile-first, particularly during the holiday season
- Reviewed your program and make sure key triggers are in place
- Put in code or creative requests before code freezes and deadlines
- Defined holiday segments (e.g. Last year's holiday shoppers, VIP's)
- Updated frequency caps
- Checked your social syncs and update segments as needed
- Reviewed and updated SEO terms
- Wrapped up any A/B testing (as results will be skewed with increased traffic)
- Tested any and all integrations
- Stress tested your website to ensure it can handle increased visits
- Communicated holiday-specific return policy (if any)

Official and unofficial dates for the festive diary

Of course, every date on this list won't necessarily be relevant for your brand (if you don't sell socks, you're probably not celebrating 'National Sock Day'). You'll also find some suggested ideas, such as when is best to collect preference data ahead of the holidays or when to send out gift guides. We've also included some examples we love below.

— 9.23

**First day of
fall/ autumn**



— 10.10

**Canadian
Thanksgiving**

LEDBURY

Sunday Shirting

WEEKLY FEATURES OF OUR NEWEST,
MOST INNOVATIVE RELEASES



THIS WEEK: THE FARWELL GINGHAM

It's time to up your flannel game, and this one takes fall style to a whole new level. Crafted with a lightweight twill designed to be the perfect stay to flannel season and layer under a sweater later on. Ultra-soft brushed cotton from Somafos is finished with a dash of stretch for comfort and versatility. The navy and autumnal orange gingham make The Farwell an on-trend and wear-now seasonal pick.

ACCESS NOW

june & jane

Last chance: 25% off sale!

SHOP CLEARANCE >

FALL
for
THESE

THEY'RE FINALLY HERE.

Our favorite fragrances of the year just hit the shop. What are you waiting for?

SHOP THE LATEST

— 10.20

Get to know your customers/ collect UGC content

— 10.23

Make Difference Day (US)

— 10.24

Diwali



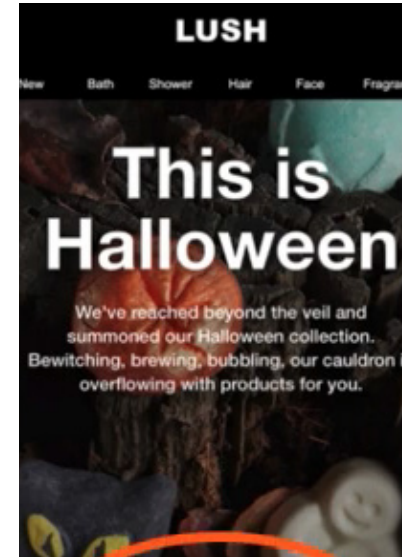
Tell us what you want!
UPDATE YOUR PREFERENCES



Have email content suggestions?
CLIC HERE TO LET US KNOW

— 10.31

Halloween



— 11.03

Send gift guides



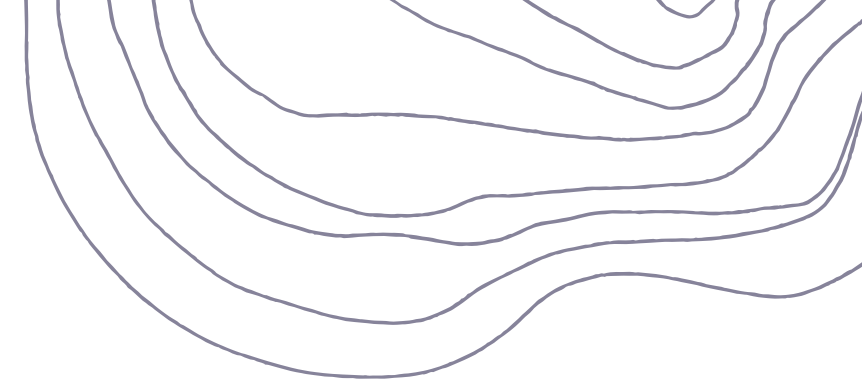

Looking to be the ultimate gift-giver? You can't go wrong with the wide range of gifts we have for everyone on your list.

— 11.05

Bonfire Day aka
Guy Fawkes (UK)

— 11.11

Veterans Day (US)/
Singles Day (APAC)

SINGLES DAY.
SWEET DEALS.

11% OFF
SELECTED ITEMS

22% OFF
FOR LEVI'S® MEMBERS

Not a member yet?

Complete your account set up now to double your savings & get exclusive perks.

Log in to access your member discount

SHOP WOMEN

SHOP MEN



Not a member yet?

Complete your account set up now to double your savings & get exclusive perks.

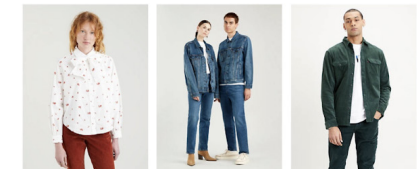
Log in to access your member discount

SHOP WOMEN

SHOP MEN

SHOP KIDS

OUR TOP PICKS

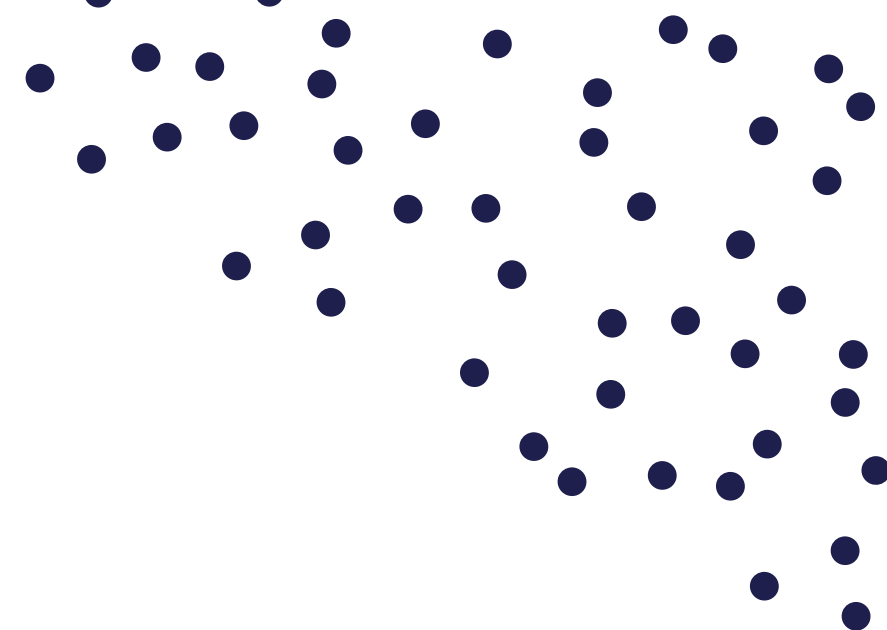


Gretchen Blouse
\$12.00 ~~\$15.00~~
22% off for Levi's Members

501® Levi's® Crop Jeans
\$39.00 ~~\$50.00~~
22% off for Levi's Members

Jackson Worker Shirt
\$52.00 ~~\$67.00~~
22% off for Levi's Members

- 11.19 **International Men's Day**
- 11.24 **Thanksgiving**
- 11.25 **Black Friday**
- 11.26 **Small Business Saturday**



part small sale is live... View in browser

WOLF & BADGER

WOMEN MEN HOME BEAUTY

SUPPORT SMALL



UP TO 50% OFF
PLUS TAKE ANOTHER 10% OFF
WITH CODE SMALL10

PLUS TAKE ANOTHER 10% OFF
WITH CODE SMALL10

WEEKEND

THE SUPPORT SMALL WEEKEND

Our independent designers are run by people - not by algorithms nor shareholders. Why is this so important? Well, we believe this guarantees a different kind of care and quality because their work is a reflection of themselves. Instead of focusing on the next cost saving or gimmick, they're focusing on the details and being the most sustainable they can be. So, this weekend, please try to support originality and variety in an increasingly homogenised world. For that extra little incentive, take an extra 10% off everything sitewide with code **SMALL10**

WOMEN	MEN
HOME	BEAUTY

REASONS TO
SHOP
INDEPENDENT

— 11.28

Cyber Monday

— 11.29

Giving Tuesday

— 12.04

National Sock Day

CYBER MONDAY
30% OFF
SITE WIDE

Until Next Year!
It will be awhile before we ever offer another deal like this. The good news for you is that you still have time!

SHOP DEALS

CYBER MONDAY ENDS IN

00 00 00
HOURS MINUTES SECONDS

SHOP CYBER MONDAY NOW

Stock up on our bestsellers!

REIGN SHORT SLEEVE \$89

UNLINED MAKO SHORT \$68

PRINTED COMMUTER FIVE POCKET \$61

COMMUTER SHIRT \$118

– 12.12 Green Monday

– 12.26 Boxing Day (UK)
Kwanzaa

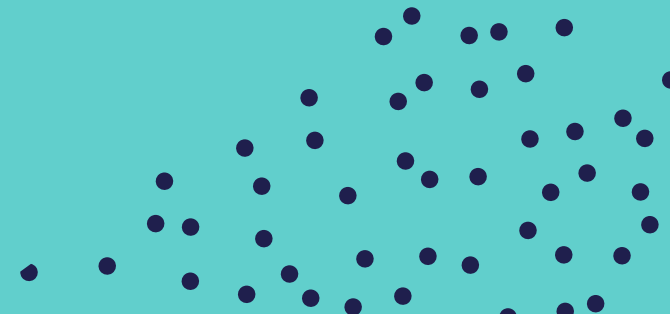
– 12.18 Free Shipping Day
Hanukkah Starts

– 12.31 New Years Eve

– 12.24 Christmas eve

– 01.01 New Years Day

– 12.25 Christmas Day

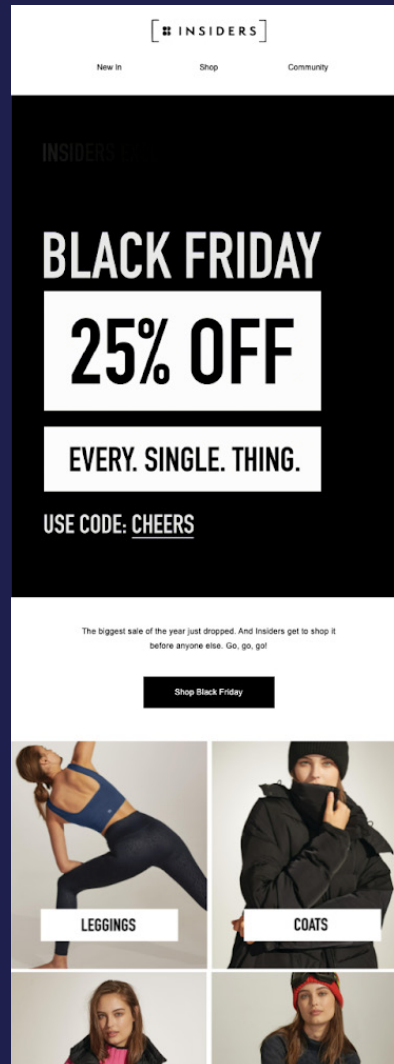


Some final tips

01 — Discount alternatives can work

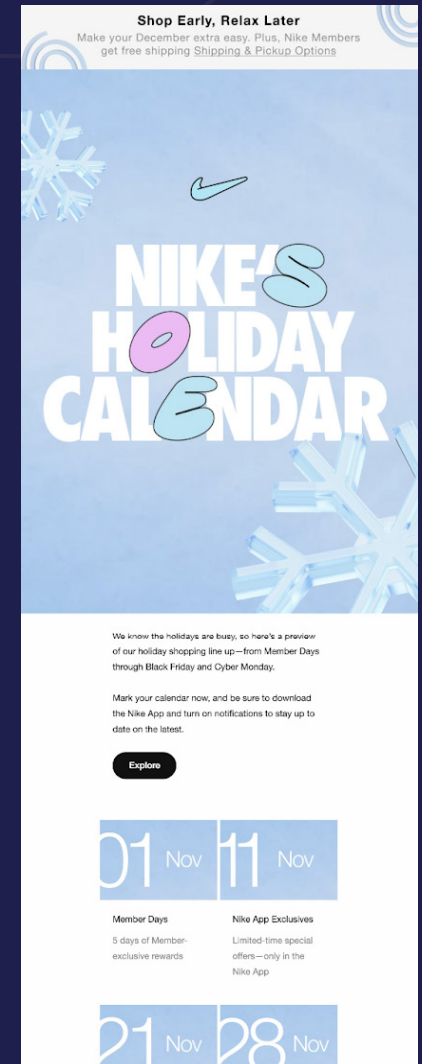
Yes, BFCM is a discounting event but, beyond the sale itself, there are still other ways to attract shoppers and drive value or encourage behaviour, like early purchase. For example, free shipping is still one of the biggest converters, and tailored offers through loyalty programs, or points for purchase can also garner engagement and conversion.

In 2021, Sweaty Betty rewarded members of their loyalty scheme by offering early access to their Black Friday sale.



02 — Clarity and visibility are key

Make it clear, make it easy. Use countdown timers, auto apply codes, share your holiday calendars (like Nike's from last year), and include shipping cut-offs and return policies whenever relevant.



03 — Incentivize high-value activities

If you want to drive app sign-ups or SMS opt-ins, incentivize these actions during the holiday period and strategize after peak season around ways to increase long-term value and retention for acquired contacts on these channels.

ADANOLA

DID SOMEONE SAY BLACK FRIDAY?

Sign up to our text alerts to be the first to hear about all Adanola discounts

JOIN UP

BUY NOW PAY LATER OR IN INTEREST-FREE PAYMENTS WITH

Klarna. L.A. BUY clearpay

Rated on Trustpilot ★★★★★

Let's be social. Follow @adanola

BEAUTYCOUNTER

SKIN CARE MAKEUP BATH & BODY BEST SELLERS MEN OUR STORY

OUR APP MAKES SHOPPING EASIER

Did you know we have a free iOS app? Download it today from the App Store to shop on-the-go and get exclusive #betterbeauty content.

DOWNLOAD THE APP

OUR CLEAN PROMISE

Over 1,800 questionable ingredients are never used in our formulations.

04 — Use data to reduce social costs

Acquisition costs are soaring. You can reduce your CPA by using your data to drive social targeting, like Dollar Shave Club below.

Dollar Shave Club • Follow

Nov 29

Hey Members, don't stress out about getting our Members-only Black Friday offers. They're patiently sitting in your inbox. Check 'em out. Not a Member? Sign up now → <https://www.dollarshaveclub.com/join/shave/>

Dollar Shave Club • Follow

Dec 2

Hey Members, you did it. You made it to Cyber Monday. We sent you some easy Cyber deals as a treat. Check your email for details. Not a Member? Sign up now → <http://dshv.es/SPGWC>

Relax.

You did it!

2,078 views

dollarshaveclub Hey Members, don't stress out about getting our Members-only Black Friday offers. They're patiently sitting in your inbox. Check 'em out. Not a Member? Sign up now at the link in our bio. View all 2 comments November 29

2,865 views

dollarshaveclub Hey Members, you did it. You made it to Cyber Monday. We sent you some easy Cyber deals as a treat. Check your email for details. Not a Member? Sign up now at the link in our bio. View all 5 comments December 2

— Inventory and Supply Chain challenges

Like last year, many brands will be impacted by higher delivery costs and longer delivery timelines. Many retailers sent out communications ahead of Black Friday 2021 to set expectations around ongoing supply or shipping challenges. This can be a good way to encourage early purchase as well as build trust by being transparent about any issues.

It's crucial that you clearly communicate that to customers now. Being transparent about this helps foster trust with current and potential customers, and can get you ahead of possible customer service inquiries. Make sure you include shipping cutoff or even update your post purchase campaigns to include a link to tracking. We've included three varied examples we liked below.

COACH



Hi,

The holidays are approaching fast, and here at Coach, we're doing everything we can to ensure that the gifting season goes smoothly for you and your loved ones. As you may know, the current strain on global supply chains is affecting retailers and customers around the world. What that means for you is that our top gifts may sell out quickly and your packages may take longer to ship.

We're preparing for these challenges by working closely with our suppliers to keep our gifts in stock. We've also partnered with multiple shipping carriers and planned for expedited shipping.

That said, planning ahead and leaving extra time in your gifting schedule are the best ways to guarantee that you'll have access to a full selection of styles and receive your purchases by the holidays. That's why we're recommending that you shop for gifts early this year.


To make it all easier, we've already rolled out our top gifting selections on coach.com—and both in stores and online, our associates are excited to help you check off everything on your list. And, because we want you and your loved ones to be completely happy with your gifts, we've extended our return policy through mid-January.

However you want to shop, we're here to help in the coming weeks—so you can immerse yourself in the joy of the holiday season once it's in full swing.

Warm Wishes,

Todd Kahn
CEO & President


LEDBURY




Hey there,

Thank you for your recent order! We want to check in to see if you had any questions regarding your order, shipping timelines, or anything else. You can always check your orders status with the button below, but please feel free to reach out anytime and we'll be glad to assist. You can reach us at (888) 233-1942, or simply reply to this email!

All the best,
Ledbury Customer Experience



SEE ORDER STATUS



FREE SHIPPING OVER \$125. FREE RETURNS ALWAYS.

Want more Black Friday best practice and advice? Why not check out our definitely not dramatically-titled [Black Friday Survival Guide for 2022.](#)

Interested in learning more about how to engage and retain new contacts throughout the duration of the festive season and beyond? Head over to our [Post-Black Friday checklist](#) for retention tips and tricks to keep those fairweather holiday shoppers interested.

Or check [out our blog](#) and [content hub](#), for campaigns we loved, retail expert advice, and more this holiday season.