

Black Friday 2025: Marketing Checklist



Define how long you will take part in BFCM

Analyse the impacts of taking part over an extended period compared to a shorter stint.

Identify what you'll be offering

Will you be offering site-wide discounts, or will you be going for granular offers that feel more personalised to your customers?

Have a look at your results from last year

Are there any areas to focus on, either in terms of pain points to communicate, or under/over-performing collections?

Set up your BFCM page

Having a dedicated landing page for your BFCM deals helps your customer and provides you a place to direct your advertising.

Design your multi-channel communications strategy

Ensure you clearly communicate your returns policies during BFCM and any other “perks” you can offer.

Target your paid campaigns accurately

Use segmentation and retargeting to reach new customers likely to convert.

Can you offer a sustainable spin to your customers?

Stay true to your brand values and look at adding a creative spin to your BFCM campaign.

Prepare your teams

Consider any additional support your teams will need for increased demand

Plan for loyalty and retention

Have a plan in place to reward loyal customers, and cultivate LTV.

Check your tracking

Server-side tracking combined with Consent Mode V2 are required to stay privacy-compliant and enhance accuracy.