

Prepare for BFCM



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1. Earlier the better

Make your entire year with BFCM

- Your audience is motivated to buy
- Your audience is looking for deals
- There is a big audience that hasn't found you
- Your sales can make up 60-80% of your entire year in one two week span

2. Plan your discounts

How to make effective coupons

- Make dynamic coupons for your existing list
- Make coupons for your website visitors
- Make coupons for websites/blogs that curate deals
- Make VIP coupons for your best customers
- Make Buy X, Get 1 coupons to incentivize larger orders
- Make it compelling!

3. Email is king

Your list will be your money maker

- Warm up your list ahead of time
- Prepare both automated and manual campaign emails in advance
- Don't forget cart abandonment sequences!
- Help email subscribers know where to go

4. Get Social

5. Consider Logistics

It's a busy time!

- Inventory planning
- Order fulfillment
- Hire help?
- Follow up with those new customers!

BONUS IDEA

Consider an exclusive BFCM product!

- Further encourages they buy from you.
- Offers something exclusive
- Product launches entice email opens

Questions and Answers

Join us in our Facebook Group:

<https://CommerceJourney.com/facebook>