



4
stages

Black Friday Checklist

A 4-Stage Guide for Retail Success

STAGE /1

RETRO

look at the figures from last year, analyse traffic results and identify the biggest bottlenecks to solve this year, if you haven't done this already.

ACCOUNT FOR EVERY CHANNEL THAT YOU CAN TO BE ACTIVE ON:

- Dedicated e-commerce channels
- Desktop + Mobile
- Marketplaces
- PoS / Physical locations
- Country or region-specific options

RISK ASSESSMENT

develop the worst-case scenarios (server failure, website issues, purchasing process slows down etc).

VERIFY PLANS

Verify the plans of the marketing team.

STAGE /2

PREPARE FOR INCREASED DEMAND:

- Make sure your infrastructure can handle traffic spikes and surges
- Test that it's possible and learn where the limits are
- Stress test the servers and ensure backups are working as intended
- Perform scaling tests on your infrastructure

ENSURE EVERY SYSTEM IS INTEGRATED CORRECTLY:

- Can logistics process orders effectively?
- Is product availability updated in real-time?
- If a product is sold out, how quickly can you remove it from prominent listings/visibility?
- How quickly and efficiently are purchases processed?
- Test the RMA, too!

TEST THE ENTIRE CHECKOUT PROCESS:

- Identify any bugs
- Test the user experience
- Test in the backend to find any delays or bugs in integrations

- ASSESS YOUR SUPPORT:
 - Test all customer support processes and ensure multiple lines of support are in operation
 - Consider using secret shoppers to test the effectiveness of the process from the customers point of view
 - Consider contingency options if capacity stretches the first providers
 - Double check the RMA is automated as much as possible.

- STAY IN TOUCH WITH THE MARKETING TEAM

STAGE /3

- SALES
 - Determine which products will be offered at which prices and discounts
 - Analyse existing website traffic (determine what products had the most interest but least sales)
 - Collect expected stock figures (how much can be ordered before the day)

- MARKETING
 - Collect the information on which products are being discounted
 - Plan + launch marketing campaigns to advertise the biggest sales
 - Ensure existing customers have loyalty programs + initiatives
 - Update rewards programs to incentivise new customers post-Black Friday
 - Ensure information is being collected to better anticipate potential traffic
 - If traffic is higher than expected, readdress server capabilities to suit
 - Enable microservices and redundant cloud locations.

- ANALYTICS
 - Make sure all essential analytical tools are in place:
 - Behaviour analytics (i.e, Google Analytics, Hotjar)
 - Sales pipelines (i.e, Power BI)
 - Ensure reports are automated for the fastest and most accurate insights

- STAFF ALLOCATION
 - Make sure staff in all vital areas (maintenance, customer support etc) are available 24/7 during the active period.

STAGE /4

- LAST MINUTE TESTS ON SERVER, PERFORMANCE AND INTEGRATIONS
 - Compare results to previous tests to ensure consistency

THE NIGHT BEFORE

SLEEP

GET READY