

SMS & EMAIL

# Checklist for BFCM



## Follow these steps to drive more revenue and maximize success this BFCM

### First, set up your account:

- BE COMPLIANT**  
If you don't want your SMS campaigns to be blocked by carriers, you need to make sure your store is compliant at all times. US and Canada should follow [TCPA and CTIA](#) guidelines, while international stores are under [GDPR rules](#).
- ADD AND VERIFY YOUR EMAIL ADDRESS**  
Ensure your campaigns are being sent from known sources.
- AUTHENTICATE YOUR SENDER EMAIL DOMAIN**  
Improve your sender reputation and email deliverability to make sure your messages won't be marked as spam.
- WARM UP YOUR EMAIL DOMAIN**  
Gradually increase the volume of sent emails. Sudden increases are considered suspicious and might be perceived as spam.
- SET UP YOUR BRAND KIT**  
Apply your brand's look and feel across all your email campaigns.
- REFRESH YOUR LISTS AND SEGMENTS**  
Check if all your contacts are up-to-date.
- DISABLE SMART SENDING**  
Ensure your subscribers will receive all your promotional messages on time. To disable Smart Sending go to Settings → General.
- ENABLE AUTO RELOAD**  
Make sure your Auto Reload is enabled to avoid a \$0.00 balance in your account. To enable Auto Reload and set up reload limits, go to Settings → Payments.
- SMS OR MMS**  
Use MMS as part of your warm-up strategy, but on days with peak traffic like Black Friday or Cyber Monday, use SMS to guarantee the fastest delivery of your messages.

## Next comes the most important step your SMS campaigns!

- USE OUR POWERFUL [CAMPAIGN PLANNER](#) TO SCHEDULE ALL YOUR BFCM CAMPAIGNS WITH JUST ONE CLICK:

### Before

Spark anticipation and create a sense of urgency and excitement.

### During

Reach out to your SMS subscribers announcing your BFCM deals

### After

Create a last-chance sales campaign to clear out all BFCM stock

Got questions? Contact our team via live chat or email to make sure you'll get the most out of your Yotpo SMSBump account this BFCM.



READY, SET, SMS!