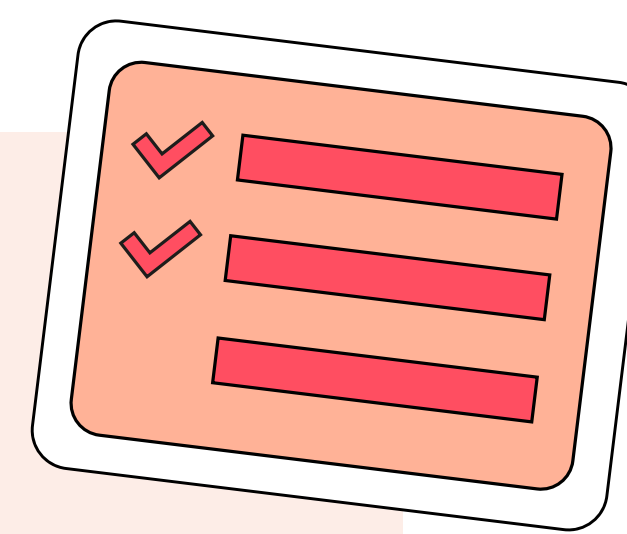SMS & EMAIL

Checklist for BFCM

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

General

☐ **BE COMPLIANT**

To ensure your SMS campaigns won't be blocked by carriers, keep your store compliant at all times. Read more

☐ **SET UP YOUR BRAND KIT**

Craft powerful, on-brand experiences easily by managing all your creative assets, fonts, and colorways in one place. Read more, Take action

SMS Deliverability

☐ **DISABLE SMART SEND**

Ensure your subscribers will receive all your promotional messages on time. Read more, Take action

☐ **ENABLE AUTO RELOAD**

Don't risk ending up with a $0.00 balance – make sure all critical revenue-driving Flows will remain active throughout the holidays. Read more, Take action

☐ **SMS OR MMS**

Don't worry – all MMS messages will reach their recipients, but if your campaign is time-sensitive, opt for SMS.

Email Deliverability

☐ **GRADUALLY INCREASE EMAIL SENDING VOLUME**

If you plan to email everyone on your list for BFCM, but you don't normally email a list that large, make sure to gradually increase your campaign size over time before your Black Friday blasts begin.

☐ **SENDER EMAIL DOMAIN AUTHENTICATION**

Don't authenticate your domain close to or during BFCM, as it takes time to warm it up properly.

☐ **EMAIL LISTS**

If possible, avoid importing new lists right before BFCM. If not, make sure there are no invalid addresses or unsubscribers/non-subscribers.

Campaigns

☐ **CREATE AT LEAST 3 BFCM CAMPAIGNS**

- Before: Spark anticipation and create a sense of urgency and excitement.
- During: Reach out to all your SMS and email subscribers announcing your hot BFCM deals.
- After: Send a last-chance sales campaign to clear out all BFCM stock.

Use our powerful Campaign Planner to schedule all your BFCM campaigns with just one click.

☐ **GUIDANCE FROM CARRIERS**

- Peak times are projected to be between 10:00 AM – 2:00 PM EST.
- Avoid scheduling campaigns at the top of the hour (XX:00).
- Traffic is lowest in the last 15 minutes of each hour – try scheduling campaigns between XX:45 and XX:59, if possible.
- Exclude soft bounces from email campaigns.