



Ultimate BFCM 2025 Checklist

Timeline: Prep Begins by September 20, 2025

This plan assumes you're launching BFCM campaigns by mid-November, with list-building and automation warm-ups starting in October.

Email Campaigns (8)

- ☐ Finalize discount strategy or bundle offers
- ☐ Create segment for VIP customers
- ☐ Schedule & write:
 - ☐ Early Bird / Waitlist
 - ☐ VIP Early Access
 - ☐ Teasers (1 Black Friday, 1 Cyber Monday)
 - ☐ Launches (Black Friday + Cyber Monday)
 - ☐ Last Chance (Black Friday + Cyber Monday)
- ☐ A/B test subject lines + Smart Send Time
- ☐ Apply branded design for mobile + desktop
- ☐ UTM tagging for analytics

SMS Campaigns (8)

- ☐ Confirm TCPA compliance + optin language
- ☐ Segment SMS list in Klaviyo
- ☐ Write 8 promotional texts aligned with email
- ☐ Schedule VIP sends before general
- ☐ Ensure fallback logic to prevent duplicate messages

Foundational Flows Optimization (5)

- ☐ Audit: Welcome, Cart, Browse, PostPurchase, Winback
- ☐ Add urgency messaging & promo logic
- ☐ Check flow filters & logic accuracy
- ☐ Enable Smart Sending & Smart Send Time

Paid Ads - Meta

- ☐ List-Building (Sept 20-Nov 20):
 - ☐ Create Klaviyo popup w/ incentive
 - ☐ Design 23 static/UGC ad variations
 - ☐ Setup targeting: cold, retargeting, lookalikes
 - ☐ UTM tracking + basic reporting
- ☐ Promo Campaigns:



- ☐ Design Black Friday + Cyber Monday creatives
- ☐ Retarget Klaviyo audiences
- ☐ Drive traffic to BFCM landing page

BFCM Landing Page

- ☐ Finalize offer(s), build in Shopify or Unbounce
- ☐ Write copy: headline, CTA, FAQ, urgency
- ☐ Add countdown timer, trust badges
- ☐ Optimize for mobile, test across devices

Referral & Loyalty Integration

- ☐ Integrate Smile.io + Klaviyo
- ☐ Build referral post-purchase flow
- ☐ Segment VIPs and early access tiers

Tracking, Testing & Reporting

- ☐ Review deliverability & warmup
- ☐ Apply UTM codes to all links
- ☐ Track: Revenue, Conversions, List Growth, ROAS
- ☐ PostBFCM report + future recs

Internal/Team Prep

- ☐ Assign campaign owners + timelines
- ☐ Prep inventory + shipping cutoff dates
- ☐ Finalize CS FAQs & macros
- ☐ Backup plans for discount pivots or outages