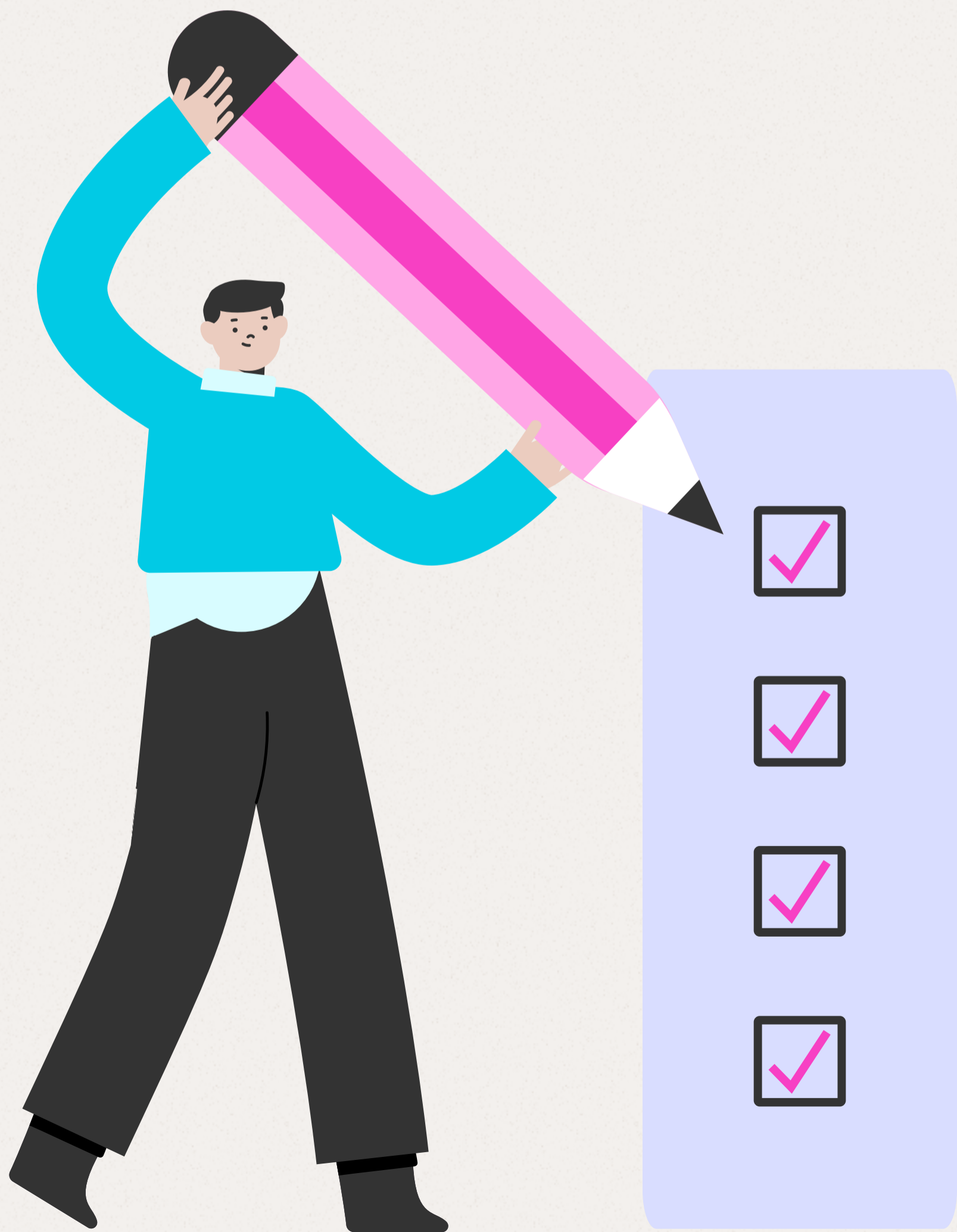


Cheatsheet



The ultimate checklist to win Q4



Checklist: Hit all 5 steps to crush sales for BFCM

Sellers who leverage online arbitrage and start early for BFCM can see up to 15% increase in profits!

Let's get down to business—here are five tips you can implement today that will help you succeed during BFCM.

Plan your inventory management ASAP

You can't sell what you don't have. And when eCommerce brands run out of stock during BFCM, it hurts twice as bad:

- 1 . You're losing out on revenue
- 2 . You're creating a poor customer experience (CX)

Additionally, stockouts essentially waste all of your effort and ad budget that's gone into the planning of the BFCM promotional period. And it can happen quicker than you might imagine... If your daily order volume is up even 20-30% above average for a sustained period, you'll start to form a backlog in your warehouse. And a backlog in your warehouse quickly leads to a backlog with CX, potentially creating a ton of customer support issues and negative reviews.



If you have a logistics or fulfillment team, get in touch with them immediately to discuss inventory forecasting. For boutique brands with smaller teams, here are a few quick-and-dirty tips to forecast your inventory for BFCM:

- Filter last year’s online store data by the BFCM promotional period to see which products sell most.
- Run an ABC analysis and segment your products based on their value and usage—buy more of the ‘A’ products and steeply discount the ‘C’ products.
- Make deals with your suppliers and manufacturers early.

There’s a reason this is the first tip on our list!

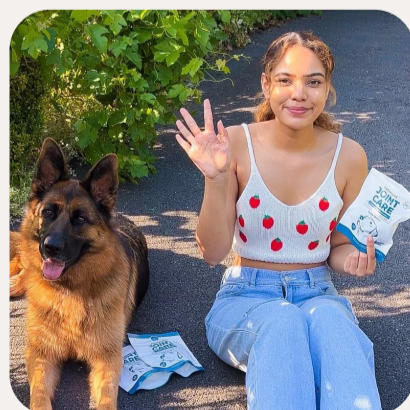
Use an offer that you **know** works

Some eCommerce brands panic during BFCM and create discounts and deals based on emotion, what they read in a blog post, or what their competitors are doing.

But in a world full of data, this is not the way.

Rather, consider running an offer that you know works based on your own data. Pull up the data from all your promotions from Q1-Q3 and see which discounts or bundles are actually moving the needle. Additionally, analyze your data from last year’s BFCM sale, if available. You do not need to reinvent the wheel or offer a deeper discount than last year.

BFCM is the time to test new creative, not new offers.



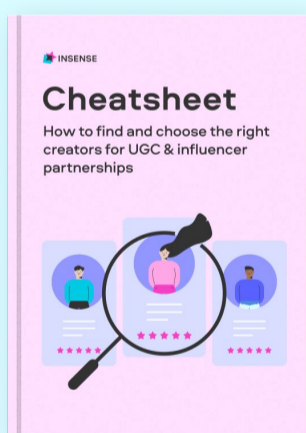
Build awareness **now**

There is a common misconception that the holiday season is all about finding new audiences and convincing them on the spot to buy your products. In reality, many (if not most) of your BFCM customers are actually people who are already aware of your brand but just haven't prioritized the purchase yet.

We know that audiences will be looking for and expecting deals during BFCM, that's why it's so important to lay the groundwork for your product and your brand now.

Now is the time to be solidifying your brand in the marketplace, establishing value, and accumulating social proof. Because come BFCM, all anyone wants to see is your offer.

Take influencer marketing and creator collaborations, for example. By establishing a relationship with a pool of creators now and having them create content based on your product's benefits and value now, when they promote your offer during BFCM, it's going to look much more authentic.



Check out this free guide on
How to find and choose the right creators

Additionally, you'll want to start planning how you'll tease your BFCM offers early to build anticipation for your sale. Bonus points if you're able to use digital channels like social and email to build qualified cookie pools and email lists before the promotional period.

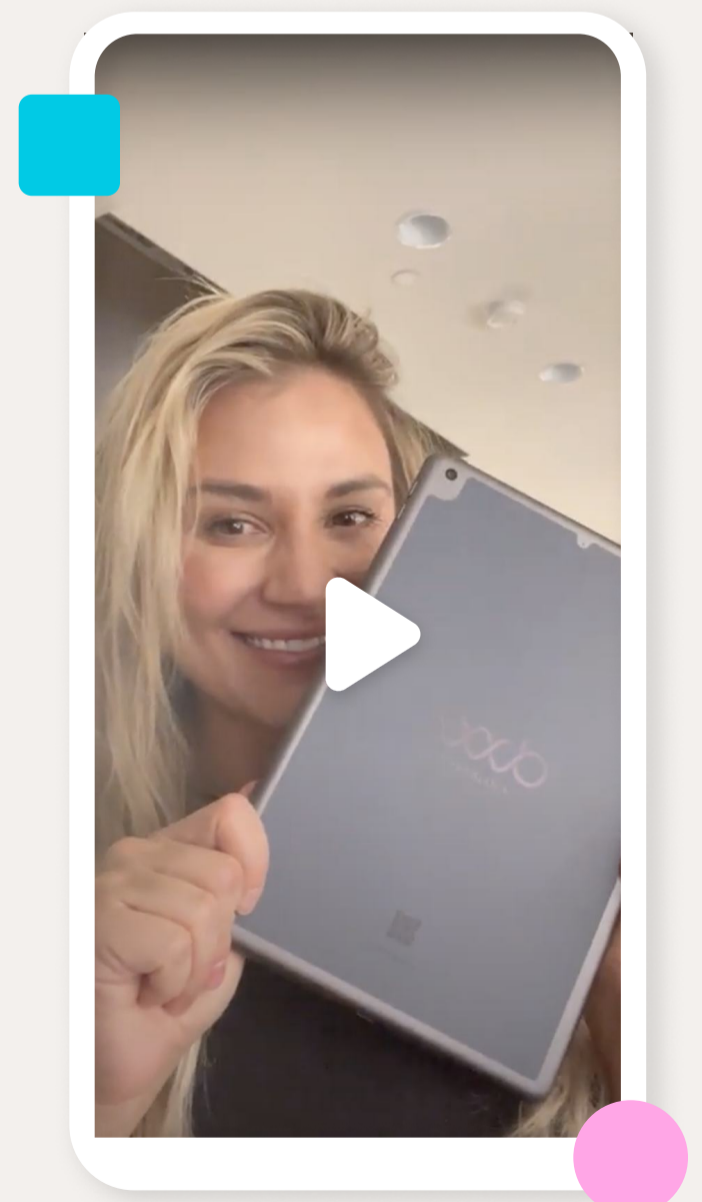
✓ Plan your BFCM creative production

When you're about to cut into your margins with a discount and drop a bunch of dough on ads, you want to make sure your ad creative is locked in. Trust us—you do not need the added stress of testing new creative, negotiating with creators, and stressing out your production team with edits during BFCM.

Rather, make sure you have these aspects of your creative production done:

1. Creative testing: By now, you should know what type of ad creative works best for your products. Whether it's unboxing, tutorial, slice of life, or a combination, you must know your winning creative types before BFCM. Bring your top-performing ads to the front of the line, create a few more assets around them for brand consistency, and edit with multiple variations.
2. Creator relationships: For BFCM, it's best to work with people you know and trust can deliver assets on-time and on-target. Ideally, you'll have built a pool of creators who understand your briefing, handoff, and payment processes before going into the holiday season.
3. Storyboards: Even if your offer hasn't been finalized yet (but it should be soon!), you need to have storyboards that outline how you expect your ad to look and feel. With all the prior testing and data you have access to, BFCM is not the time to 'wing it' with your ad creative.

Make sure to account for the number of creators you need, the total number of assets, and an estimated production timeline (more on that later in this guide).



✓ Capitalize on your success with **post-purchase** follow-up

Your BFCM campaigns are going to work and you've got the inventory to ensure fulfillment goes smooth.

This is where most marketers stop, but the problem is they're leaving tons of money on the table. All of the new customers you've created during BFCM present a golden opportunity to turn them into recurring customers!

After you've nailed down your BFCM creative, don't forget to:

- **Journey map:** Optimize the customer's journey from the first ad impression to conversion to post-purchase follow-up. What does their receipt look like? What website/email actions can you measure that would trigger follow-up marketing for your store? If you had a repeat customer who bought multiple times over three 3 years, what exactly would your marketing to that person look like? Plan for success.
- **Email:** Carefully build out your customer flows and ensure post-purchase emails and communications speak directly to the customer and their unique relationship with your product. Keep in mind that a lot of BFCM purchases are gifts, so act accordingly!
- **Re-engagement:** Think about how to re-engage with customers in the future, focusing on lifetime value. Consider proactively offering customer support, product tutorials, or related product bundles to help them get more value out of their purchase.

BFCM is a lot of work; you know this. But you don't have to do everything. Nail these five tactics and you'll be in a better position than 90% of the eCommerce brands out there.

Nail these five tactics and you'll be in a better position than 90% of the eCommerce brands out there.





How to get started with Insense

Use [Insense](#) - the all-in-one platform for UGC ads, organic posting, and whitelisting on Meta + TikTok - as a centralized space for all your UGC and influencer marketing campaigns.

Their platform combines a creator marketplace of 20,000+ UGC creators + micro-influencers, an interactive brief, integrated chat feature, automated payments and copyrights, and more.

[Book a call now to learn more.](#)

