

THE ULTIMATE **BLACK FRIDAY** DIGITAL MARKETING CHECKLIST



Black Friday 2020 raked in a record-breaking [\\$14.13 billion](#) in online sales, as around 100 million users shopped online.

As we approach Black Friday 2021, it's important to perform a thorough website check and ensure that everything is in place.

Here's the ultimate website checklist for Black Friday.

Black Friday 2021: Digital Marketing Checklist



Check website loading speed

- Test website performance
- Implement a Content Delivery Network (CDN)
- Optimize images
- Upgrade your hosting plan



Prepare your server to handle traffic

- Run tests to analyze:
 - Server performance (CPU, memory & bandwidth) and database response time
 - Performance bottlenecks

Website performance, by adding multiple application gateway servers

Secure your website with a valid SSL certificate



Check website functionality

Verify your website on multiple devices with cross-browser testing

Test on browsers such as Internet Explorer, Firefox, Chrome, Safari & Opera, and operating systems such as Windows, Linux & Mac



Analyze website UX:

Navigation

'Add to cart' button

Checkout process



Use your website's search tool to search for specific keywords



Optimize the checkout process

Eliminate visual clutter

Minimize checkout fields

Offer multiple payment options

Provide rush shipping options

Enable guest checkout



Run promotional campaigns

Email marketing

Paid social media ads

Paid marketing ads



Highlight your store with:

A site-wide notice feature to list sales announcements

- Sales announcement pop-ups with a CTA
- A 'BFS' sale menu in the navigation
- Sales icons on eCommerce product thumbnails
- 'Smart coupon' codes on cart and checkout pages



Set-up tracking code on your website

- Use GTM tracking pixels
- Add GTM tracking code to track scrolls, clicks, video views, and more
- Test with Google Tag Manager preview mode

Black Friday 2021: Pay-Per-Click Campaign (PPC) Checklist



Adjust budgets and bids

- Increase your budget
- Set campaign alerts
- Maximize mobile bids during the day
- Use smart bidding



Strategize keyword usage

- Use non-branded terms to build awareness
- Don't bid on generic keywords such as 'Black Friday'
- Use branded promotional terms such as 'branded' + 'Black Friday' + 'sale' or 'branded' + 'Black Friday' + 'deals'



Write effective ad copy

- Pre-plan your strategy
- Align PPC ads with on-site offers
- Implement improved ad copy extensions
- Set up automated rules



Segment your audience

- Retarget cart abandoners and past converters
- Upweight bids for returning users
- Use customer relationship management
- Build lookalike audiences for user groups
- Use Google's in-market audiences



Build an engaging shopping experience

- Optimize the shopping feed
- Showcase offers and promotions
- Implement smart shopping campaigns



Provide an effective landing page experience

- Optimize your website
- Add a countdown banner
- Shorten the checkout process



Monitor, analyze & optimize

- Add tracking pixels and verify them
- Use Hotjar to track customer behaviour
- Track conversions in Google Analytics

To Optimize Your Website For



Contact us!