

# 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

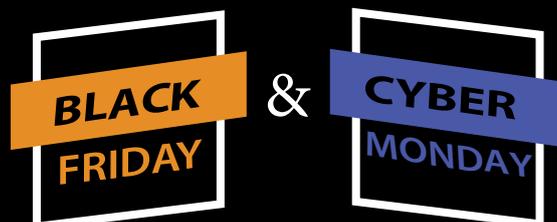
- Optimize your website
- Add a countdown banner
- Shorten the checkout process



## 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!