

BFCM Checklist

There's a lot to think about in the lead up to Black Friday/Cyber Monday (BFCM), especially with it being extended to 11 days of deals this year. To make things simple, we've put together a checklist with everything you need to do to set yourself up for success. Use this handy downloadable to guide you in the lead up to, during and after BFCM.

Before BFCM Prepare

- Do your research**

Start by analyzing last year's performance to identify trends and areas for improvement. Establish concrete goals for BFCM based on your data analysis.
- Make a plan**

Invest your budget strategically to maximize ROI over the 11-day period. For instance, if Black Friday experienced peak traffic between 9 am and 11 am in 2022, this is one time slot where you'll want to consider increasing your investment.
- Don't miss the lead up**

Amazon is placing particular emphasis on the lead up to BFCM with their new 11-day deal period. We recommend testing out different increases in spend during this time to find incremental opportunities to boost your impressions, reach early bird shoppers, and improve algorithm relevance for the traditional 5-day period.
- Stock up on inventory**

With 11 days of deals available, you'll want to stock up on inventory for any ASINs that you're promoting with special offers. You want to avoid running out of stock prematurely, ensuring you can capture sales throughout the entire event.
- Target BFCM keywords**

In 2022, search queries containing Black Friday or Cyber Monday along with the term deal saw a notable improvement in Search Frequency Rank (~130,000 spots in the two weeks leading up to BFCM). If you're running deals, consider bidding on relevant keywords within your segment that explicitly include Black Friday deals and Cyber Monday deals to tap into this increased demand.

During BFCM Execute

- Prioritize the main event**

While planning for lead-up and lead-out periods is important, don't lose sight of the main event, especially if you have a limited budget. In most categories, traffic and sales peak on the morning of Black Friday, making it imperative to maximize visibility for your top ASINs during this time.
- Leverage Amazon Marketing Stream**

Analyze hourly stream data to pinpoint peak conversion moments for your key search terms. Ensure competitive bidding during these peak times to guarantee heightened visibility for your ASINs when your audience is at its largest.

After BFCM Review

- Maintain momentum**

There is typically a swift demand decline post-Cyber Monday so adjust your budgets to avoid overspending. However, you'll want to maintain some activity to preserve organic rankings and leverage the momentum you've generated.
- Analyze performance**

Analyze your BFCM performance and identify areas of success and opportunities for improvement to inform your future strategy. Remember, December is just around the corner!
- Leverage retargeting**

Peak holiday periods offer a prime opportunity to engage with new customers. Retarget your BFCM audience in December to tap into holiday season demand and increase the long-term value of these customers.

