



# Black Friday 2025 Ecommerce Checklist

Your Complete Guide to Holiday Readiness



#### Why Retention Matters More Than Ever on Black Friday

Many shoppers who make a purchase on Black Friday are already primed for holiday shopping, making it crucial for brands to reengage them with personalized offers, follow-up campaigns, and exclusive deals. By leveraging post-Black Friday momentum, you can drive repeat purchases throughout the holiday season to significantly boost revenue.

Beyond short-term sales, customer retention strategies help you increase lifetime value (LTV) and reduce acquisition costs. Acquiring new customers is expensive, so turning first-time buyers into repeat shoppers through loyalty programs and VIP perks is a smart investment. Exclusive discounts, early access to sales, and personalized recommendations keep customers engaged long after Black Friday, driving higher spend and long-term profitability. Additionally, data-driven insights from Black Friday sales enable you to tailor future marketing campaigns based on real customer behavior.

A strong retention strategy also fuels brand advocacy and organic growth. Satisfied customers become brand ambassadors, sharing positive experiences and attracting new shoppers through word-of-mouth marketing. Creating a community around your brand—through loyalty programs, engaging content, and personalized outreach—builds deeper emotional connections that extend beyond a single shopping event. By focusing on customer experience, personalization, and retention strategies, you can turn Black Friday buyers into lifelong fans, maximizing customer LTV and sustainable revenue growth.



Engaging customers after purchase increases the likelihood of repeat business by 27%.

Source: eMarketing BY 2025 Report



[athoscommerce.com](https://athoscommerce.com)

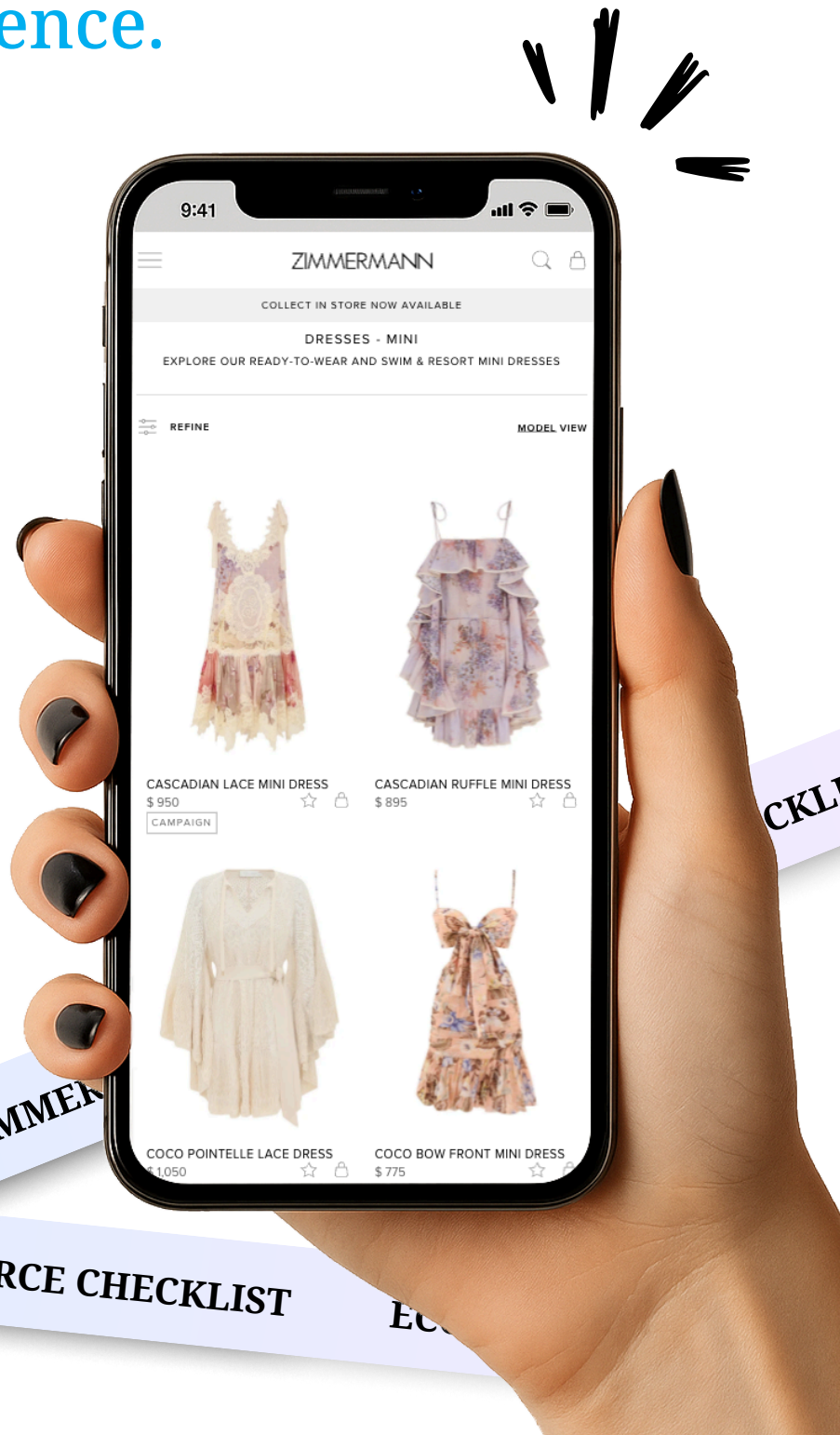
CHECKLIST ECOMMERCE CHECKLIST ECOMMERCE



Plan smarter.  
Drive discovery.  
Convert more.  
Scale with confidence.

Black Friday is one of the biggest revenue opportunities of the year, but success requires more than big discounts and bold banners.

It takes data-backed planning, seamless site performance, and a personalized shopper experience from start to finish. Use this comprehensive checklist to ensure your team is prepared, your tech is optimized, and your customers are ready to convert.





## Phase 1:

# Plan & Prepare

Lay the foundation with strategy, tech alignment, and data-driven insights.



## 1. Data & Strategic Planning

- ☐ Review ecommerce analytics, including sales trends, customer cohorts, product insights, and attribution data.
- ☐ Dive into site search reports to uncover trending terms, zero-result queries, and refinement patterns.
- ☐ Analyze past Black Friday performance to identify top categories, fast-selling SKUs, and effective promos.
- ☐ Forecast inventory using last year's demand spikes, returns, and fulfillment gaps.
- ☐ Audit your tech stack: ensure your ecommerce platform, search, feeds, personalization, and analytics tools are integrated and scalable.
- ☐ [Pro Tip] Align internal teams with a shared campaign plan, calendar, and contingency workflows.
- ☐ Segment audiences by past holiday behavior for more effective personalization and targeting.
- ☐ Conduct competitive analysis to identify pricing gaps, positioning angles, and underutilized promos.
- ☐ Set KPIs and success benchmarks by channel and tactic.
- ☐ Review traffic pacing to inform campaign timing and rollout.



## Phase 1:

# Plan & Prepare

Lay the foundation with strategy, tech alignment, and data-driven insights.



## 2. Product Feed Optimization

- ☐ Audit all product feeds for completeness: titles, SKUs, inventory status, pricing, shipping, and promotions.
- ☐ Align feed content with campaign themes and shopper intent across Google Shopping, Meta, marketplaces, and affiliates.
- ☐ Localize feed variants by region, device, and audience.
- ☐ [Pro Tip] Enable real-time inventory syncing to avoid showing out-of-stock products.
- ☐ Use dynamic field mapping to rewrite titles or descriptions per platform.
- ☐ Run feed-based A/B tests on titles, images, and price formats.
- ☐ Monitor Google Merchant Center and other platform diagnostics to resolve feed errors.
- ☐ Suppress underperforming or low-margin products automatically.
- ☐ Schedule feed updates in sync with flash sales, VIP access, and last-chance events.



## Phase 1:

# Plan & Prepare

Lay the foundation with strategy, tech alignment, and data-driven insights.



## 3. Final QA & Post-Campaign Planning

- ☐ Validate every campaign link, CTA, banner destination, and promo code before launch.
- ☐ QA the entire journey from ad to checkout on mobile and desktop.
- ☐ [Pro Tip] Set up live dashboards in analytics tools to monitor hourly performance.
- ☐ Define KPIs per tactic and channel and track in real time.
- ☐ Use session recording tools to evaluate actual shopper behavior.
- ☐ Document key wins, misses, and learnings for next year.
- ☐ Archive screenshots or video of promo banners for compliance and internal reference.
- ☐ Plan a follow-up re-engagement campaign for new holiday shoppers.



## Phase 2:

# Drive Discovery

Make it easy for shoppers to find what they need—and what they didn't know they wanted.



## 4. Site Search Optimization

- ☐ Enable search features like autocomplete, autocorrect, stemming, and synonym logic.
- ☐ Prioritize mobile UX with clear filters, large tap targets, and recent search history.
- ☐ Customize zero-results pages with fallback recommendations or trending products.
- ☐ [Pro Tip] Build landing pages around high-intent queries and gifting themes (e.g., “Stocking Stuffers Under \$25”).
- ☐ Analyze post-search click-through data to fine-tune relevancy and product rankings.
- ☐ Map high-volume search terms with low CTRs to identify and resolve gaps.
- ☐ Test search UX across devices and user types.
- ☐ Consider voice search compatibility for hands-free users.
- ☐ Monitor exit rates from search results to catch friction points.



## Phase 2:

# Drive Discovery

Make it easy for shoppers to find what they need—and what they didn't know they wanted.



## 5. Merchandising & Visual Storytelling

- ☐ Launch Black Friday-specific landing pages tailored to shopper needs.
- ☐ Use homepage banners and collection strips to highlight top offers.
- ☐ Apply product badges like “Best Seller” or “50% Off” for quick attention.
- ☐ [Pro Tip] Use in-line banners on PLPs to flag urgency or stock status.
- ☐ Schedule rules to boost trending, overstocked, or high-margin products dynamically.
- ☐ A/B test hero placements, collections, and cross-category displays.
- ☐ Use short-form videos and lifestyle imagery to build engagement.
- ☐ Align seasonal visuals and copy across the site.
- ☐ Curate gift sets, “Top 10s,” and themed picks to guide shoppers.



## Phase 2:

# Drive Discovery

Make it easy for shoppers to find what they need—and what they didn't know they wanted.



## 6. Personalization & Recommendations

- ☐ Personalize search results and product recommendations based on real-time behavior and previous sessions.
- ☐ Deploy AI-driven widgets like "Frequently Bought Together," "Recently Viewed," and "You May Also Like."
- ☐ [Pro Tip] Adjust homepage layouts for returning visitors with relevant items or collections.
- ☐ Use geotargeting for regional promos or fulfillment cutoffs.
- ☐ Customize emails with cart reminders, product views, or loyalty cues.
- ☐ Recommend upsells or accessories post-purchase to increase LTV.
- ☐ Reconnect with multi-session shoppers using dynamic re-entry content.
- ☐ Align personalization across site, email, and SMS to build a consistent journey.





### Phase 3:

## Engage & Convert

Capture attention and drive action with coordinated campaigns and friction-free checkout.



### 7. Marketing Channels: Email, SMS, Paid & Organic

- ☐ Plan for all phases: teaser, early access, Black Friday, and post-sale win-back.
- ☐ Schedule and automate segmentation in your ESP and SMS platforms.
- ☐ Personalize email content with dynamic modules, shipping cutoffs, and rewards messaging.
- ☐ [Pro Tip] Launch paid social with product-specific creative and countdown CTAs.
- ☐ Run paid search campaigns with promo extensions and sitelinks.
- ☐ Publish organic content like gift guides, “best of” lists, and buyer FAQs.
- ☐ Track ROI across campaign, channel, and creative type.
- ☐ Activate influencer and affiliate campaigns early.
- ☐ Use AI-based optimization for timing and cohort selection.



### Phase 3:

## Engage & Convert

Capture attention and drive action with coordinated campaigns and friction-free checkout.



### 8. Checkout Optimization

- ☐ Streamline checkout flow: enable guest checkout, autofill, and one-click reorder. Offer multiple payment options including BNPL, wallets, and mobile pay.
- ☐ Display trust signals like reviews, delivery estimates, and return policy links.
- ☐ [Pro Tip] Include cart summaries and progress indicators for clarity.
- ☐ Run A/B tests for free shipping thresholds, promo code handling, and cart visibility.
- ☐ Trigger retargeting flows within minutes of cart abandonment.
- ☐ Offer loyalty rewards or bonus points at checkout.
- ☐ Stack promo codes or add gifts with purchase.
- ☐ Enable instant support access (chat, FAQ, or chatbot) at checkout.



## Phase 4:

# Scale & Support

Ensure your site, systems, and staff are equipped to perform under pressure.



## 9. Site Functionality, Speed & Infrastructure

- ☐ Test and optimize site speed across devices—focus on homepage, search, PDPs, and checkout.
- ☐ Confirm mobile responsiveness throughout the customer journey.
- ☐ Audit links and fix UX dead zones.
- ☐ [Pro Tip] Stress-test hosting infrastructure and third-party integrations.
- ☐ Ensure schema markup is active for sales, events, and availability.
- ☐ Enable caching and asset minimization to reduce server load.
- ☐ Run mobile-specific A/B tests for speed and engagement.
- ☐ Add seasonal FAQs and banners covering shipping, returns, and support.
- ☐ Conduct accessibility testing to meet WCAG compliance.



## Phase 4:

# Scale & Support

Ensure your site, systems, and staff are equipped to perform under pressure.



## 10. Customer Support & Operational Readiness

- ☐ Train support staff on holiday policies, promos, and common customer questions.
- ☐ Extend support hours and activate omnichannel service (chat, email, SMS, phone).
- ☐ Set up templated responses for top issues.
- ☐ [Pro Tip] Monitor reviews and social mentions in real time.
- ☐ Align fulfillment teams and integrate tracking/returns tools.
- ☐ Add proactive delivery alerts and post-purchase messaging.
- ☐ Set up intelligent chatbot flows for common holiday questions.
- ☐ Enable live agent handoff for escalated or high-value cases.
- ☐ Document internal escalation protocols for campaign-specific issues.



# Ready to Make Black Friday 2025 Your Most Successful Yet?

From site search optimization and multichannel feeds to personalized experiences and post-click performance, this checklist will thoroughly prepare you for Black Friday 2025 success. With a strong foundation in data, discovery, and shopper experience, you'll be positioned to outperform your competition, delight your customers, and ultimately drive higher conversions and greater revenue during peak season.

Explore more peak season content at Athos Commerce's [Black Friday 2025 HQ](#).

Want a fillable version for your team?



\*be sure to make a copy of the planner to begin editing



[athoscommerce.com](https://athoscommerce.com)