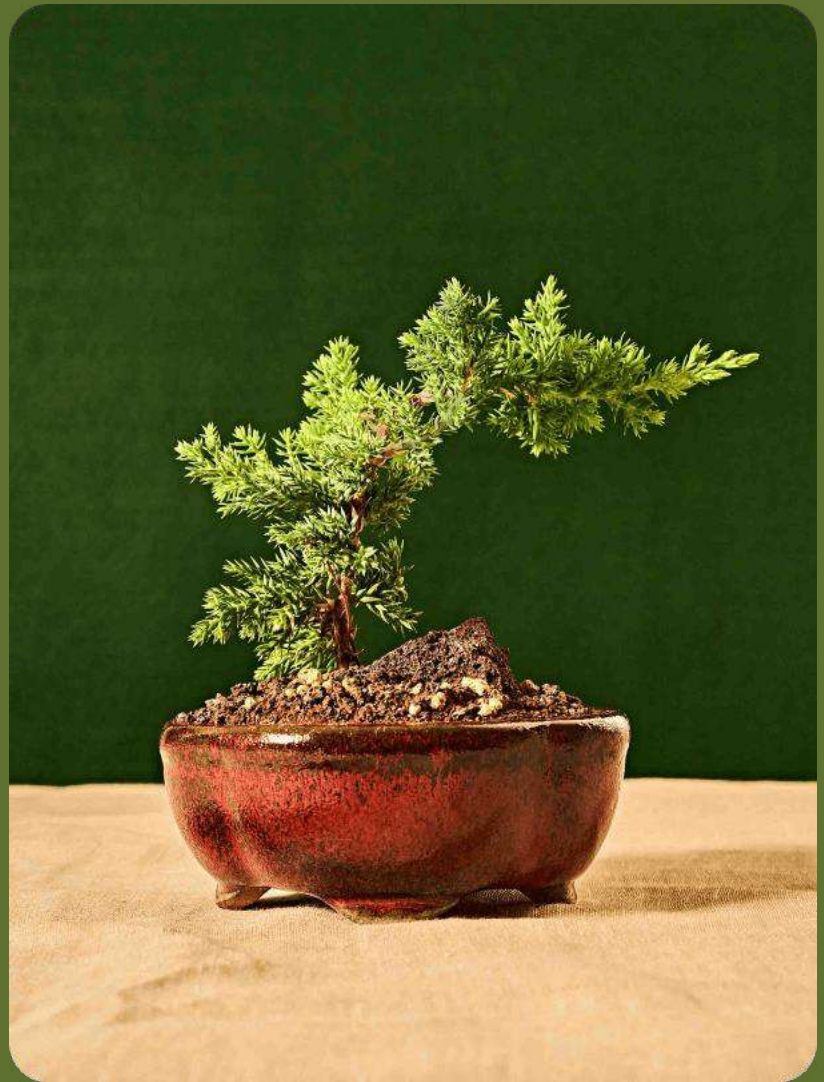


60 DAYS TO BFCM

# Complete Preparation Checklist



**attentive**<sup>®</sup>

**The Marketers Sanctuary**

Follow these essential steps and track your progress to create a unified messaging strategy that builds relationships and drives purchases throughout the holiday season.

Revisit the full [60-day BFCM guide](#) for detailed guidance on each of these strategies.

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## *One:* Messaging roadmap development

### GOAL

Create a connected customer journey from pre-BFCM through New Year's

### BEFORE CYBER WEEK: BUILD ANTICIPATION AND INSPIRE EARLY SHOPPING

- ☐ **Tease promotions:** Preview your deals, new products, and limited-edition items. Let shoppers know when your sales will be.
- ☐ **Share gift guides:** Send curated guides to help shoppers check items off their list
- ☐ **Create helpful holiday content:** Send recipes, styling tips, or tutorials relevant to holiday events
- ☐ **Educate subscribers on your brand:** Create content that reinforces your unique value proposition
- ☐ **Early access for VIPs:** Plan exclusive offers for your most loyal customers
- ☐ **Inspire early purchases through seasonal moment campaigns:** Identify retail holidays and brand-relevant events to capitalize on, like Veterans Day (US) or the start of fall
- ☐ **Send personalized product recommendations:** Suggest products based on past purchases or use [conversational texts](#) to help shoppers find what they're looking for
- ☐ **Introduce subscribers to new products:** New product launches are a great way to capture early shoppers

- ☐ **Send low-stock alerts:** Plan inventory messages to inspire FOMO between your promos
- ☐ **Offer month-long deals:** Consider "Slowvember" approach to spread demand and avoid inventory issues
- ☐ **Let subscribers opt in to extended promos:** Give subscribers the option to participate in longer campaigns (like "30 days of deals") to reduce opt-outs



#### DURING CYBER WEEK: LAUNCH YOUR MOST COMPELLING OFFERS OF THE SEASON

- ☐ **Lean on SMS for time-sensitive notifications** such as for limited-time deals or low-inventory items that require immediate action
- ☐ **Use email for detailed information** about your sales or follow-ups to texts that subscribers didn't act on
- ☐ **Personalize your promotions** with relevant products, imagery, and deals that will entice shoppers to click
- ☐ **Send inventory updates** to encourage subscribers to grab well-loved products before they go out of stock
- ☐ **Send campaigns throughout your sale period** to remind shoppers about your BFCM sale
- ☐ **Create retargeting campaigns for engaged non-purchasers** to encourage them to come back and shop
- ☐ **Engage in Small Business Saturday** if it's relevant to your brand



## AFTER CYBER WEEK: FOSTER SUBSCRIBER RELATIONSHIPS AND CONVERT LAST-MINUTE SHOPPERS

- ☐ **Send sale-extension messages** to remind shoppers they still have time to shop a good deal
- ☐ **Use Giving Tuesday campaigns** to connect with shoppers on shared values by offering a donation to charity when they place an order
- ☐ **Map out new deals** to excite shoppers who missed out on Black Friday
- ☐ **Remind shoppers about delivery cutoffs** so they don't miss the chance to get gifts in time for specific holidays or events
- ☐ **Promote gift cards** after delivery deadlines pass for last-minute gifting
- ☐ **Participate in Boxing Day** to convert shoppers on the hunt for deals
- ☐ **Send post-purchase messages** to help shoppers get the most out of their new products
- ☐ **Recommend their next purchase** once they fall in love with their first product focusing on complementary items
- ☐ **Invite customers to join your loyalty program:** Tell shoppers how many points they can claim from their recent purchase and how they can use them
- ☐ **Help shoppers prep for New Year's Eve** by promoting essentials they'll need like party outfits or hosting supplies
- ☐ **Give subscribers something to look forward to** by sharing teasers for new products or a New Year's challenge they can participate in
- ☐ **Support New Year's resolutions** by promoting products that will help them reach their goals



## Two: Segmentation strategy

### GOAL

Maximize campaign performance through targeted messaging

### CHECKLIST

- ☐ Develop core segments:
  - ☐ Define engaged vs. unengaged segments based on recent interaction data
  - ☐ Create VIP customer segments using purchase history or loyalty program status
  - ☐ Build interest-based segments using zero-party data and past purchase behavior
  - ☐ Set up location-based segments for geo-targeted promotions and store offers
- ☐ Implement Audiences AI for automatic segment optimization

The infographic features a green leaf background. At the top left is the Little Sleepies logo, consisting of two stylized eyes above the brand name. The main text reads: "Children's sleepwear brand Little Sleepies uses Attentive AI™ Pro to identify their most valuable subscribers and sharpen their targeting, leading to:". Below this, three statistics are presented: "47% more triggered messages sent", "31% incremental revenue lift for journeys", and "27% more campaign revenue". On the right side, there is a visual representation of an email campaign interface. It shows a header for "Little Sleepies" with a logo, followed by a promotional message about a "Spring Play Capsule". Below the message are two audience segmentation boxes. "AUDIENCE VARIATION A" is labeled "ATTENTIVE AI™" and includes settings to "Send to: Play Purchaser" and "Exclude: Exclusion Segment \_2551671, Play Non-Purchaser". "AUDIENCE VARIATION B" is labeled "ATTENTIVE AI™ — Audiences AI" and includes a setting to "Send to: Expansion Segment\_B937842".

little sleepies

Children's sleepwear brand Little Sleepies uses Attentive AI™ Pro to identify their most valuable subscribers and sharpen their targeting, leading to:

47% more triggered messages sent

31% incremental revenue lift for journeys

27% more campaign revenue

Little Sleepies

Little Sleepies: Get outside in The Spring Play Capsule! 🌸🌿  
Mix & match bold solids, cute prints and brand new floral styles:  
<https://littlesleepies.attn/tv/Lx>

AUDIENCE VARIATION A

ATTENTIVE AI™

Send to: Play Purchaser

Exclude: Exclusion Segment \_2551671, Play Non-Purchaser

AUDIENCE VARIATION B

ATTENTIVE AI™ — Audiences AI

Send to: Expansion Segment\_B937842

## *Three:* Creative asset development

### GOAL

Create high-converting visuals that drive action across all campaigns

### CHECKLIST

- ☐ **Start creating your visual assets now** so you have time to perfect them before your campaigns go live
- ☐ **Trust your A/B testing data** from earlier in the year to brief your creative team on what resonates with your audience
- ☐ **Request multiple design iterations** from your creative team so you can test different approaches on BFCM
- ☐ **Keep MMS images to 300 KB or less** to meet platform requirements and ensure timely delivery

**Questions or need help implementing these tactics?**

Reach out to your Customer Success Manager for personalized guidance and support