



Get ready with us:

# Your Black Friday & Cyber Monday checklist



# 2024

Holidays are all about tradition. And at this point, every shopper knows exactly what to expect from Black Friday and Cyber Monday: great deals, huge discounts, and a race to add products to your cart before they're gone.

But while the routine may not change much for shoppers, the same can't be said for retailers.

That's because the ecommerce landscape is changing by the day. And while you won't need 365 new ways to secure success this holiday season—it does mean that whatever strategies you used last year are likely out-of-date. Fortunately, we've put together this quick checklist that builds on our previous in-depth Black Friday Playbook with refreshed tips for 2024—along with new additions designed to help you take the season on in style. Let's jump in!

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# 1. Make the most of merchandising

You've worked hard identifying the items and discounts that will bring visitors to your site. Now, make sure your products are working for you. Remember to review and adjust your current merchandising campaigns in order to put the right products in front of the right customers come November.



- Adjust rules to place relevant products at the top of category & search pages
- Create custom banners and landing pages that effectively communicate offers to shoppers
- Curate category pages that display collections of similar items

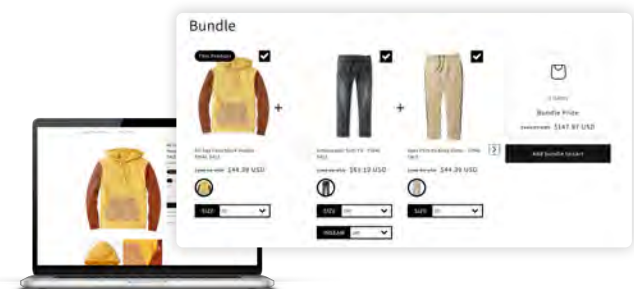
## 2. Create personalized experiences

Today's shoppers expect individualized experiences, even during your busiest time of year. Meet and exceed their expectations by personalizing the entire shopping journey—starting from the moment they land on your site all the way to the email that lands in their inbox after checkout.

- Provide personalized product recommendations based on order history or recently viewed items
- Adjust search results for each individual shopper using their unique preferences and behaviors
- Deliver personalized emails that capture buyers' attention both pre and post-purchase

## 3. Boost AOV with product bundles

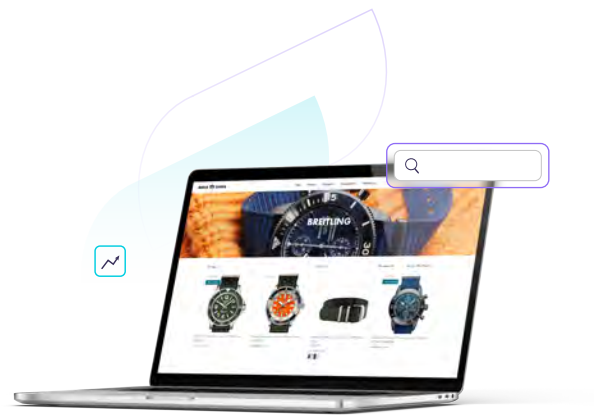
Ecommerce success is all about striking when the iron is hot. Suggesting frequently bought-together products to customers when they're in a purchase-ready state helps you increase your average order volume (AOV), streamline checkout, and elevate the overall shopping experience.



- Use data to suggest complementary products based on past purchases and shopper activity
- Customize bundles with ratings, color and size options, and CTA options to grab customers' attention
- Provide one-click functionality that allows shoppers to quickly and easily add additional products to their carts

## 4. Streamline your on-site search

Black Friday and Cyber Monday can be exciting for shoppers looking for deals—but it can also be overwhelming. Help your customers find what they're looking for as quickly and easily as possible by streamlining your on-site search well ahead of the big holiday weekend.



- Implement features like autocomplete and spell check to optimize the search experience
- Minimize bounce rates by identifying and eliminating zero-results pages
- Use personalization tools to improve product discovery and relevancy

## 5. Take advantage of AI

Have you joined the 35% of ecommerce marketers who've implemented artificial intelligence into their tech stack? If not, now's the time to jump on board by utilizing AI and machine learning to level up your product discovery, customer service, and more.

- Introduce capabilities like natural language processing (NLP) that interpret and serve up results that reflect the intent of the query
- Leverage AI to track and analyze the behavior of individual shoppers in order to improve product recommendations
- Experiment with ecommerce chatbots to reduce customer service costs while delivering a seamless support experience

## 6. Keep communication open

The holiday season isn't just about sales. It's also an opportunity to make a lasting impression on both new and returning customers. Put your best foot forward by aligning your external and internal communication with your shoppers' needs.

- Help customers make informed purchases with refined on-site messaging
- Check in with your customer and IT support teams and make sure they're prepared to handle additional traffic
- Ensure all of your FAQ pages are fully up-to-date and adjust their content for the holiday period as needed



## 7. Follow up fast

Once you've made it through a successful Cyber Weekend, make sure to take a moment to pat yourself on the back—before getting right back to work with follow-up sales and email strategies that will help you keep the momentum going all year-long.

- Keep your site top-of-mind with post-purchase thank you emails, care instructions, product recommendations, and more
- Review your site reporting to measure performance and fine-tune features for next year
- Use Google Analytics to analyze your site traffic and optimize your targeting efforts

## 8. Never stop preparing

Black Friday and Cyber Monday come but once a year—but they do keep coming. Set your site up for success this season and beyond by connecting with the ecommerce experts at Searchspring today!

- See how our [suite of products](#) can help you attract and convert more shoppers
- Set up your [complimentary site audit](#) to identify obstacles and opportunities ahead of the holidays
- Get more tips and insights with our in-depth [Black Friday Playbook](#)

