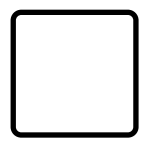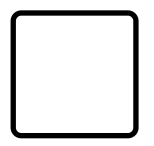# Black Friday & Cyber Monday 2024
Prep Checklist

Oct 1 - Oct 7: Plan and Set Goals
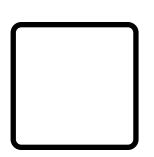Finalize Your BFCM Strategy ☐

Oct 8 - Oct 14: Build Email Campaigns
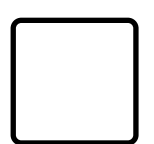Set Up Specialized Email Flows ☐

Oct 15 - Oct 21: Design Offers
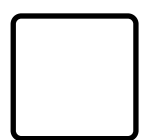Develop BFCM Promotions and Discounts ☐

Oct 22 - Oct 28: Optimize Your Website
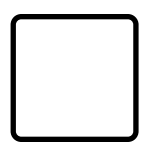Optimize Your Website for Traffic and Conversions ☐

Oct 29 - Nov 4: Use Data for Personalization
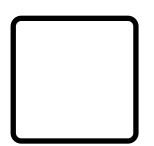Implement Data-Driven Personalization ☐

Nov 5 - Nov 11: Finalize and Test
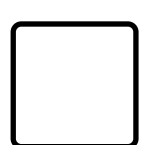Finalize Plans and Conduct Testing ☐

Nov 12 - Nov 18: Incorporate Social Proof
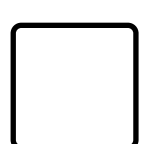Highlight Customer Reviews and Social Proof ☐

Nov 19 - Nov 21: Prepare for Real-Time Adjustments
Prepare for Real-Time Adjustments ☐

Nov 22 - Nov 24: Boost Customer Support
Prepare Your Customer Support for Increased Demand ☐

Nov 25 - Nov 30: Monitor and Improve
Track Performance and Make Improvements ☐