

# Black Friday preparation checklist

1. Your website loads properly on computers and mobile screens
2. Returns policy is clearly displayed
3. Signup forms are up-to-date
4. Automated Welcome Series is launched
5. Automated Abandoned Cart workflow is launched
6. Your BFCM campaign schedule is ready
7. Your promotional material for campaigns is ready
8. Your audience segments are created and ready
9. Your Black Friday email templates are ready
10. Effective Black Friday subject lines have been reviewed
11. Your offers, discounts, and messaging are consistent throughout your forms and automations

