



# 2025 BFCM CHECKLIST

**Black Friday is the biggest sale of the year—**  
but it's not the only one. We're going to launch  
**7 different holiday campaigns** from October to  
December, so you get your biggest payday ever:

- ☒ **Prime Fall Sale.**
- ☒ **Early BFCM.**
- ☒ **Thanksgiving.**
- ☒ **Black Friday.**
- ☒ **Cyber Monday.**
- ☒ **Green Monday.**
- ☒ **New Years.**

**IN THE FOLLOWING PAGES YOU'LL FIND ALL THE INFORMATION YOU  
NEED TO COPY OUR 2025 BFCM FORMULA FOR YOUR BUSINESS.**

➤ [Click here to use the google doc version](#)

➤ [Click here for BFCM AI Prompts for Ecom Stores](#)

# BFCM PREP

## (SEPTEMBER - OCTOBER)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
<b>PLAN BFCM OFFERS</b>	Begin your BFCM prep by planning your offers for Prime Fall Sale, Early BFCM, Thanksgiving Day, Black Friday, Cyber Monday, Green Monday, and New Years. Choose from the Merchandising list below.	<b>SEPTEMBER</b>
<b>MERCHANDISING</b>	Merchandising matters A LOT - creating new offers keeps your audience engaged, fights sale fatigue, and can even multiply your AOV. Here's a list of high-profit offers from Ezra's 9-figure store that don't require deep discounting:  <i>BOGOs, Bundles, Kits, Free Gifts, Free Shipping, Deal of the Day, &amp; Subscribe and Saves.</i>	<b>SEPTEMBER</b>
<b>MARKETING CHANNELS</b>	Determine which marketing channels you will use for your BFCM offers and the campaign assets (e.g., ad creatives, product images, landing pages, etc.) that will need to be created for your sales funnels.  <b>Profit Tip:</b> Double down on Email & SMS. Go heavy!	<b>SEPTEMBER</b>
<b>WARM AUDIENCES</b>	Segment your list of customers and subscribers for personalized email and sms campaigns. Create segments based on past behavior like: Frequent buyers, engaged sms and email subscribers, previous BFCM purchasers, etc.	<b>SEP-OCT</b>
<b>BUILD PAGES</b>	Design custom landing pages and lead gen pages for each holiday sale to increase conversion rate. <a href="#">Install Zipify Pages to quickly add ready-made and customizable BFCM templates.</a>	<b>SEP-OCT</b>
<b>UPSELLING &amp; CROSS-SELLING</b>	Add upsell funnels for your best-selling products and include bundles and subscriptions to capture extra revenue (AOV) from holiday shoppers. <a href="#">Install One Click Upsell to activate AI-powered upsell funnels that increase AOV by up to 30%.</a>	<b>SEP-OCT</b>
<b>CONTENT AUDIT</b>	Curate or develop additional organic content that can be amplified during the holiday season via email and social channels.  <i>Holiday content ideas: gift guides, competitor comparisons, seasonal blog posts, etc.</i>	<b>SEP-OCT</b>
<b>AMAZON FALL PRIME DAY</b>	Launch your 4-day Fall Prime Day sale to mimic Amazon:  <input type="checkbox"/> <b>Email</b> <input type="checkbox"/> <b>SMS</b> <input type="checkbox"/> <b>Social</b> <input type="checkbox"/> <b>Ads</b>  <b>Profit tip:</b> Invest your budget in high-ROI channels.	<b>OCT TBD</b>

# APPROACHING BFCM WEEKEND

(NOVEMBER - DECEMBER)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
CAMPAIGN AUDIT	Review and test new sales funnels and BFCM offers.	NOV 11-15
CAMPAIGN SCHEDULE & SETUP	Setup and schedule your paid, email, and sms marketing campaigns for driving traffic to your sales funnels.	NOV 11-15
EARLY BFCM	Launch your 4-day early access BFCM sale: <ul style="list-style-type: none"><li><input type="checkbox"/> Email</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads</li></ul> <b>Profit tip:</b> Invest your budget in high-ROI channels.	NOV 22-25
THANKSGIVING DAY	Launch your Thanksgiving Day sale: <ul style="list-style-type: none"><li><input type="checkbox"/> Email</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads</li></ul> <b>Profit tip:</b> Invest your budget in high-ROI channels.	NOV 27
BLACK FRIDAY	Launch your Black Friday Weekend sale: <ul style="list-style-type: none"><li><input type="checkbox"/> Email (Go Heavy!)</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads (Esp. Warm Audiences)</li></ul> <b>Profit tip:</b> Target warm audiences to lower your ad costs.	NOV 28 - 30
CYBER MONDAY	Launch your Cyber Monday sale: <ul style="list-style-type: none"><li><input type="checkbox"/> Email</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads (Esp. Warm Audiences)</li></ul> <b>Profit tip:</b> Invest your budget in high-ROI channels.	DEC 1

# POST BFCM

(DECEMBER - JANUARY 2026)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
GREEN MONDAY	Launch your Green Monday Sale. <ul style="list-style-type: none"><li><input type="checkbox"/> Email</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads</li></ul>	DEC 8
NYE	Launch your 6-Day New Year's Eve sale: <ul style="list-style-type: none"><li><input type="checkbox"/> Email</li><li><input type="checkbox"/> SMS</li><li><input type="checkbox"/> Social</li><li><input type="checkbox"/> Ads</li></ul>	DEC 26-31
BFCM RETROSPECTIVE	Analyze the performance of your BFCM campaigns, gaining valuable insights into what worked and what can be improved for future campaigns. <i>Metrics to review: CAC, LTV, AOV, ROAS, CPL, Social Engagement, Email Open rates, and Conversion Rates.</i>	JAN 6

## WANT TO CUSTOMISE THIS CHECKLIST?

- [Click here to use the google doc version](#)
- [Click here for BFCM AI Prompts for Ecom Stores](#)

**SELL UP TO 30% MORE  
THIS SEASON WITH  
AI-POWERED UPSELLS.**



OneClickUpsell is trusted by **50,000**  
Shopify and Shopify Plus stores.

**+10-30%**

AOV Increase

**\$1B+**

In Upsell Revenue

**+30X**

Average ROI

