

The Ultimate Black Friday Checklist



A retailer's guide on what to do
before, during and after November 27th
to boost sales and customer engagement!

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A Brief History of Black Friday

Black Friday: the day of the year where all eyes are on global retail, both on its online and its physical manifestation. The name originated from a particularly “black” Friday in the past. On September 24, 1869, the U.S. gold market crashed as a result of the organized efforts of three crooked Wall Street financiers.

Several decades later, during the 1950s, retailers reimagined Black Friday as the Friday following Thanksgiving Day, in an attempt to offer shoppers an incentive that would help boost the rather slow pre-holiday season. Since then, during Black Friday, stores have been offering impressive discounts and may open earlier than usual, even at midnight, to welcome hordes of **consumers that are after the year’s best deals**.

This year, Black Friday is on **November 27th**, but in the course of time and with the rise of online retail, Black Friday has morphed into a week of sales and special offers, with other events, such as Cyber Monday, creating a frenzy of deal-searching that extends well beyond a 24hour timeframe.



The Usual Black Friday Setbacks

The Black Friday frenzy naturally demands a period of preparations for retailers who, year after year, find themselves facing **a number of setbacks that may influence customer satisfaction**. Some examples of these setbacks are:

- An increased Call Center workload
- Slower loading time of specific website pages
- Issues with product availabilities
- Higher estimated delivery time
- A string of demanding and/or difficult to deal with customers who feel a strong sense of urgency and rush to complete their purchases
- A number of disgruntled retail employees who are expected to deal with the aforementioned problems with a smile and in an understanding fashion

The upside is that these problems can be dealt with, **negative experiences can be ameliorated** and you can end up with happy customers, whose expectations will have been met. Furthermore, with the right actions, these **customers can return to you for their future purchases**. Keep in mind that Black Friday is all about wish fulfillment and the hunt for the best deal creates an overly positive sentiment that you can capitalize on!

What to Do Black Friday

BEFORE



Action #1:

Create a pop-up window that invites potential customers in the browsing stage to create their account beforehand and be ready for Black Friday. This helps them skip the account creation stage and go straight to purchasing on the day that your prices will be simply irresistible.



Action #2:

Ask potential customers in the browsing stage to provide their email addresses. Mention that they will get your Black Friday newsletters and become aware of your upcoming offers before everyone else.



Action #3:

Use your Thank You pages, during check out or on the after sales stage, to redirect your customers to a page where they can share their personal info with you in order for them to receive any Black Friday related news and updates.



Action #4:

Add a relevant question in your surveys, regarding their intentions and expectations about this year's Black Friday. You can formulate your questions using the following examples: "What are you planning on buying on Black Friday?" or "Which product is on your Black Friday shopping list?"

What to Do Black Friday

DURING



Action #1:

Add a question on your check out or after-sales survey asking your customer to evaluate your Black Friday offers.



Action #2:

Set up Thank You pages that mention the day's singularity. These Thank You pages give you the chance to ask for your customers' understanding by acknowledging, even in a humoristic style, the usual setbacks that go hand in hand with Black Friday, like the sluggish page load time.



Action #3:

Ask for google reviews, especially from customers that will go with the store pick up option.



Action #4:

Activate a refer a friend campaign using the incentive of a discount on/free shipping for future purchases.

What to Do Black Friday

AFTER



Action #1:

Collect and analyze all the Black Friday-generated raw data and feedback. This analysis will not only provide valuable insights on how to be better prepared for Black Fridays to come, it will also highlight any need for fine tunings.



Action #2:

Send an ad hoc survey to your Black Friday customers. It can include questions concerning the evaluation of the buying process, a prompt for google reviews, an invitation for recipients to leave a product review or an incentive -in the form of a reward or a significant benefit- for the customers to repurchase during January and February, a period that sales tend to be on the low side.



Action #3:

Make sure that your return policy is simple and does not “punish” Black Friday shoppers that changed their mind, deterring them from coming back to your brand. Keep in mind that Black Friday shopping means impulsive purchases, so it is natural if some customers wish to return their products.



Action #4:

The most unhappy customers are the greatest source of learning” according to Bill Gates, which means one thing: after the Black Friday frenzy is over, it is a good time to make amends with your unhappy clients! Black Friday shoppers tend to be impulsive and difficult to handle, but there are ways to make them warm up to you. Create a dedicated campaign, ask them what they didn’t like to make them feel heard and think of ways you can delight them.

Make the most of Black Friday with e-satisfaction.com!

Now you know which actions should lead to successful Black Friday Results.

We suggest you print those checklists, because now it's time to **go from theory to practice** using e-satisfaction.com. Let's introduce the platform's **features** that will make your **Black Friday success** easier than ever!

Branded Questionnaires Creation

Asking questions is crucial to getting that oh so precious feedback. With e-satisfaction.com, you can create **customized, branded and non-disruptive questionnaires** for the Browse, Checkout and After Delivery stages of the customer journey, **across devices** and even across online and offline environments!

How satisfied are you with our e-shop?

Not at all satisfied 1 2 3 4 5 6 7 8 9 10 Extremely Satisfied

How likely are you to recommend our e-shop to your friends/family?

Definitely NOT recommend it 0 1 2 3 4 5 6 7 8 9 10 Definitely recommend it

How do you rate our e-shop out of 10 on each of the following?

Shipping time 1 2 3 4 5 6 7 8 9 10

Condition of products received 1 2 3 4 5 6 7 8 9 10


Product packaging 1 2 3 4 5 6 7 8 9 10

Overall service 1 2 3 4 5 6 7 8 9 10

The e-satisfaction.com platform features a range of **survey templates** for you to use, each **fully customizable** to incorporate your brand's logo, visuals (theme, background) and the questions that you want to ask your customers using your own tone of voice.

Bonus: If you are not so sure about what to ask, e-satisfaction.com provides you with a preloaded, fixed set of questions for you to choose from. Problem Solved!



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Ευχαριστούμε πολύ για την αξιολόγησή σου!

Λαμβάνουμε σοβαρά υπόψη τα σχόλια και τις παρατηρήσεις σου για να γινόμαστε συνεχώς καλύτεροι!

Thank you Pages Creation

A little thank you can go a long way towards enhancing customer satisfaction. Each questionnaire should come with its own Thank you Page and you need to be able to create a personalized and branded message of gratitude for your customers!

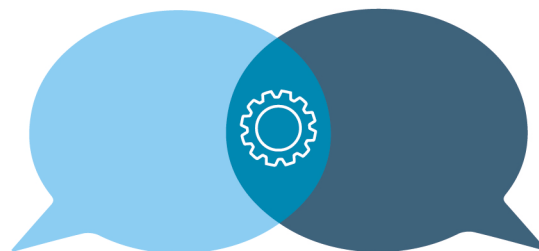
The e-satisfaction.com **fully functional HTML Editor** helps you customize your Thank you Pages, using the following options:

- Simple Text
- Image
- Text & Image
- Full HTML



Success Team Collaboration

Customer satisfaction is all about human interaction, so with e-satisfaction.com you will never feel alone on your journey towards forming lasting bonds with your audience. **Our dedicated Success Team will be with you on every step of the way** to offer you insights, solve problems, get creative and optimize your results.





Get Ready for Black Friday 2020!

You've got your checklist and now it's time to put a mark on these boxes!

This Black Friday, you can really make a difference with a little help from e-satisfaction.com.

Check out how our platform can help you create a lasting bond with your customers and get them to choose you again and again, even after Black Friday has come and gone.

[Book a Demo](#)