



tydo

Essential Post-BFCM Checklist

How to Build Momentum Beyond the Holiday Season

Curated by 25 Friends of Tydo

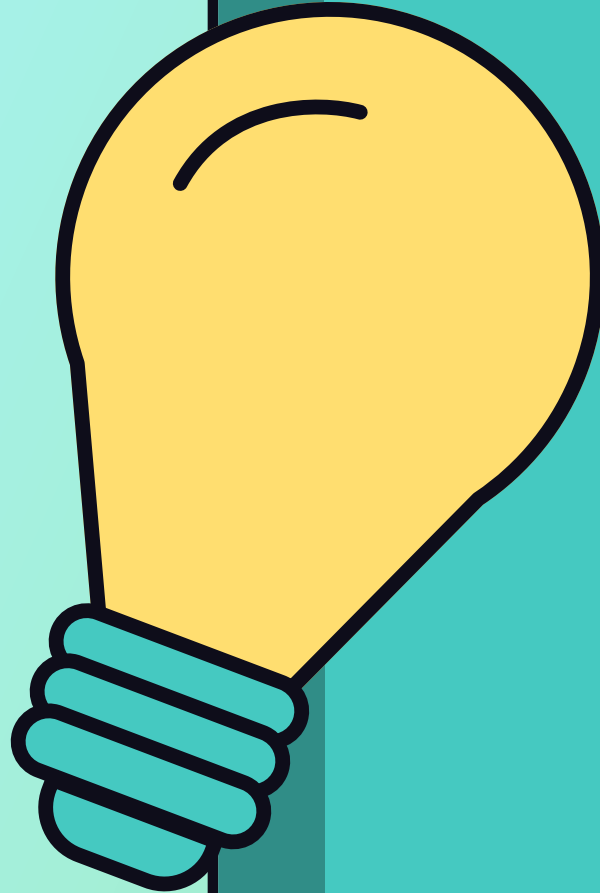
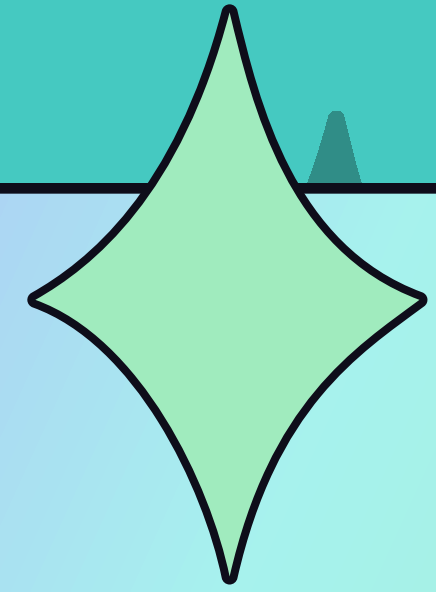


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Intro

As the dust settles on Black Friday Cyber Monday, how do you keep momentum through the holidays and into 2024?

We asked our Friends of Tydo and curated their responses into a checklist with 13 key focus areas—from surveys, to cross-selling, CX, and more.

Whether you're new to ecommerce or looking to level-up your business, these strategies will put you on a path towards profitability, growth, and success. You'll also find plenty of ideas for standing out in the crowded ecommerce landscape.

Ecommerce is powered by people

Friends of Tydo are a group of experts representing the best in ecommerce. Our Friends of Tydo directory highlights individuals of expertise—the incredible consultants, founders, and agency leaders who help bring our favorite brands to life.

If you have ambitious plans for 2024—from developing new products to launching an influencer channel for the first time—our network is here to help.

Use this checklist to unlock insights from the brightest minds in the biz and build momentum in 2024, and beyond.

Cheers to better, data-backed decisions!

—  Tydo team

Friends of Tydo guide brands like



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Customer Surveys

“Offer them a gift card to take a survey — you just brought in new customers who came in from a deal... you want to know who they are, why they shopped with you, and overall see how they differ from your typical customer persona.”

-Nik Sharma

You've just added a billion new people to your email list, it's the perfect time to send customer surveys. Use all of this to fuel optimizations on your store!



- Ask for feedback about your site, what works, what doesn't
- Ask customers what made them purchase
- Ask folks do didn't why they did not purchase

Customer Experience



“As BFCM rolls into the holidays, it's all about keeping things smooth and friendly. If a customer problem pops up, lean towards making their day instead of sweating the small stuff. Sure, you might take a small hit now, but you'll likely win a fan who'll come back, spread the good word, and maybe even turn into a loyal fan.”

New Customer?

You should have set up some data points/journey to identify if the new customers bought for themselves or others—each scenario requires totally different messaging.

Those who bought for themselves:

- Send review requests
- Give incentives to leave reviews (% off)
- Ask for feedback about your site, what works, what doesn't
- Cross/upsell products similar to what they already purchased



“CX,CX,CX. Give your team the support they need during the busiest season on social and in your Gorgias inbox. A bad experience can cost you a customer (or many). Don't forget to be human!”

-Kendall Dickieson

Customer Experience

"People will forget what you did, they will forget what you said, but they will never forget how you made them **FEEL.**" **Now that you have a new customer how will you continue to prolong the relationship?** What's stopping you from surprising them when it's not just their birthday? Make them feel seen, heard, and valued. Something tells me they will be a customer for life."



Grant Plotkin
meet the edge

Post Purchase Experience

“Make sure post-purchase rewards are genuinely exclusive. For example, don’t offer VIP access via email at the moment of a public launch; give customers a private link 48 hours ahead of time and highlight product benefits specific to segments aligned with previous purchases.”



Craft a cohesive post-purchase experience.

This facet of the customer journey holds immense importance as it directly influences customer engagement, fosters brand loyalty, and stimulates recurring purchases.



Implement a multi-faceted approach:

- Establish a robust feedback loop.** Seeking customer opinions post-purchase shows the brand's commitment to improvement and provides invaluable insights
- Integrate a well-structured loyalty and rewards program.** Offer incentives, personalized rewards, or exclusive access to promotions
- Facilitate hassle-free returns and exchanges.** A seamless return process builds trust and showcases dedication to customer satisfaction
- Refine each stage of the post-purchase journey.** Create delightful experiences and transform one-time buyers into advocates
- Solidify your brand's reputation.** A customer-centric approach propels brands toward sustainable growth with satisfied customers becoming the ambassadors

Post Purchase Experience

Following the BFCM sales frenzy, it's paramount to focus on nurturing customer relationships. These strategies fortify customer retention, which is key to sustaining business growth beyond the BFCM period.

- Start with post-purchase follow-ups, sending tailored "thank you" emails and prompting reviews while offering discounts for future purchases to foster loyalty
- Implement or refine loyalty programs to gratify returning customers with exclusive perks, discounts, or early access to sales
- Leverage data analysis to segment your audience based on behavior and preferences, enabling more personalized marketing messages and targeted offers

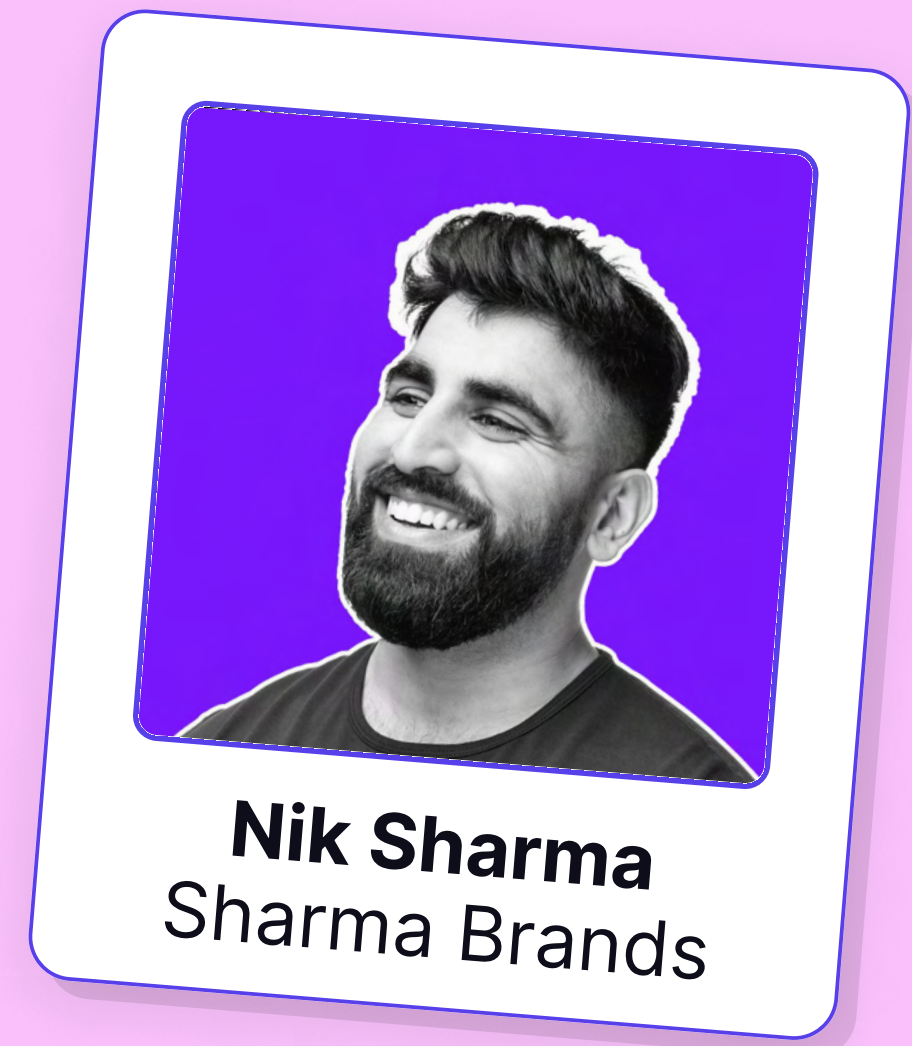


Jess Cervellon



Cross-selling

“Cross-sell customers other products that may be of interest, based on the category from which they purchased on Black Friday. For example, if they bought a supplement for gut health, try to sell them a supplement for brain health! If they bought a fleece sweater, try to sell them fleece pants.”



Website Optimization



“Now that the dust has settled it's time to go back and review your game footage. And by game footage, I mean the user recordings of folks interacting with your site. Focus on sessions where folks added to cart but did not complete purchase. You'll find strange behavior, odd patterns, and plain old bugs. Strategize, test and fix all of these issues.”

-Chase Clymer

Your website and mobile app are critical touchpoints for customers, and post-BFCM is the time to enhance these platforms.

A seamless shopping experience reduces bounce rates and encourages customer loyalty and repeat business. Stage for sustained success.

- Conduct a thorough analysis of user behavior during the sales period.** Identify any issues, such as slow page loading, broken links, or checkout process bottlenecks. Address these immediately to improve the overall user experience.
- Take a close look at your site's design and layout.** Ensure that it's user-friendly, visually appealing, and aligned with your brand's image. Implement responsive design to cater to mobile users, as many shoppers access your website via smartphones and tablets.
- Use insights to optimize.** Did you collect info on customer preferences during BFCM? Use them to optimize product placement, highlight bestsellers, and create compelling landing pages for these products.
- Implement personalization features** like tailored product recommendations and dynamic content.

Returns

“Black Friday can be great for getting customers in the door, but if 95% of the orders are returned... not so great for the customer, nor the business! Partnering with tech solutions like Swap Commerce will enable you to enhance your returns process (they even have a new recycling feature to help with sustainability).”



Streamline your returns process to make it as smooth and hassle-free as possible for customers.



- Clear return policies and easy-to-follow instructions are key
- Analyze return data to identify trends and root causes for returns
- Use this information to improve product descriptions, sizing information, and overall product quality

“Adjust your Jan 2024 paid media KPIs to account for above average return rates, changes in margin as you phase out your offer, and the post-holiday "hangover" in demand.”

-Alex Greifeld

Email and SMS

Post-BFCM, email marketing plays a pivotal role in maintaining & rekindling customer engagement—and serve as the linchpin for sustaining customer interest & loyalty.

Deploy re-engagement campaigns that target subscribers who've become less active. Personalize these campaigns, offering tailored incentives that entice them back to your brand.

Segment and deliver content and promotions that are tailored. Your messages will resonate more effectively, ultimately increasing conversion rates and keeping your audience engaged.



Jess Cervellon



Brandon Amoroso
Electriq

Now that you have new customers for your brand, give them a top tier experience. **Make sure your transactional emails and SMS are dialed in and first time buyers are kept in loop regarding shipping.** The last thing you want is any buyer's remorse! Communicate clearly.

December is an underrated time to send marketing emails and SMS campaigns. Given that you're not running into any inventory issues post-BFCM, the time leading up to your Christmas shipping cutoff is a great time to drive revenue.

Post-BFCM Data Analysis

Analyze cohorts post holiday

It's likely your BFCM customers are highly price sensitive, so repeat shopping may require more targeted offers than a customer acquired during a non-promo period. Consider segmentation for future promos so as not to overly discount to your non-promo customers, too.

-Nicole Gardner

Debrief with your team

As you wrap up the holidays, get the team together to chat about what worked and what didn't. Set aside some time early in Q1 to map out how you'll tackle the rest of 2024. Focus on: Making things leaner, keeping ad costs down, getting more bang for your buck on what you spend, and boosting profitability.

Don't push off or defer it all until the end of the year. Starting early gives you a nice runway to adjust and improve as you go.

-Galen King

Build new segments based on purchase behavior

Use the influx of customers and purchases that BFCM affords to slice and dice your customers into groups with niche interests tied to their customer archetype. This will allow you to explore new dimensions and use cases for your brand or your products.

-Maier Bianchi

Post-BFCM Data Analysis

Aggregate data for informed decisions using AI

Aggregating and analyzing BFCM data is paramount for future strategies. Combine sales, media, and revenue data to make holistic, informed decisions that guide marketing and business strategies.



- Centralized Data Repository:** Create a unified database that can pull in sales data (product-wise sales, returns, customer demographics), media data (ad impressions, click-through rates, media spend), and revenue details (gross revenue, discounts offered, net profit).
- Data Cleaning:** Ensure the aggregated data is free from discrepancies. Remove duplicates, address missing values, and standardize formats.
- AI-Driven Insights:** Implement AI algorithms to identify correlations between media spend and sales, or to detect patterns in products that sold most versus the media channels they were promoted on.
- Strategic Planning:** Use insights to refine advertising strategies, allocate budgets efficiently, and tailor product promotions based on channels that showed maximum engagement.



Social Proof



“Social proof is one of the most powerful tools of persuasion a brand can employ. **Getting others to promote you is infinitely more effective than promoting yourself.** Post-BFCM, leverage all the new-to-file customers to increase your social proof, and increase your conversion rates for 2024.”

-Jon MacDonald



Social proof checklist:

- Reminded customers how much they mean to you, but also WHY they follow you
- Use your socials to educate customers about your product and why you're different from the others in your niche
- Listen to the questions that customers are asking and use that to create content to give them what they need
- Use the reviews you start getting in your social and digital strategy and utilize this social proof to get new faces in the door.

Reviews and Feedback

“Turn customers into brand champions. Solicit feedback from customers.

Why did they choose to buy from your brand during the BFCM holiday? Find out how to turn your new customers into BRAND CHAMPIONS.”



Maier Bianchi
Bemeir



Jessica Davidoff
Easton Rae

Respond to every single review. Customers expect to see both good and bad reviews, but they don't expect brands to respond to all reviews. (If you don't have the resources, hire a team like In Social to help!) Responding to all shows you are engaged with your customers and new customers will see this as a trustworthy sign. Keep some negative reviews live—they give some credence to credibility.

-Jess Grossman

Gather reviews for gifted products. You're going to be inundated with orders ****knocks on wood**** but a lot will be gifts. You're going to want to push for reviews content, BUT tweak your email cadence for reviews asks since people might not have gifted your products until several weeks after they receive them. Try adding a gifting field that gives purchasers the ability to add their recipient's email address to send a gift receipt on a certain date. Then base your post-purchase flow off the gift receipt date.

-Jessica Davidoff

Build new, diverse assets. Leverage the incoming volume of reviews by combining them into new, validation-focused assets. An asset that includes the viewpoints of multiple creators and purchasers performs differently than one with a single perspective — it makes clear to customers that your products can meet a diverse range of needs, including theirs.

-Brady Donnelly

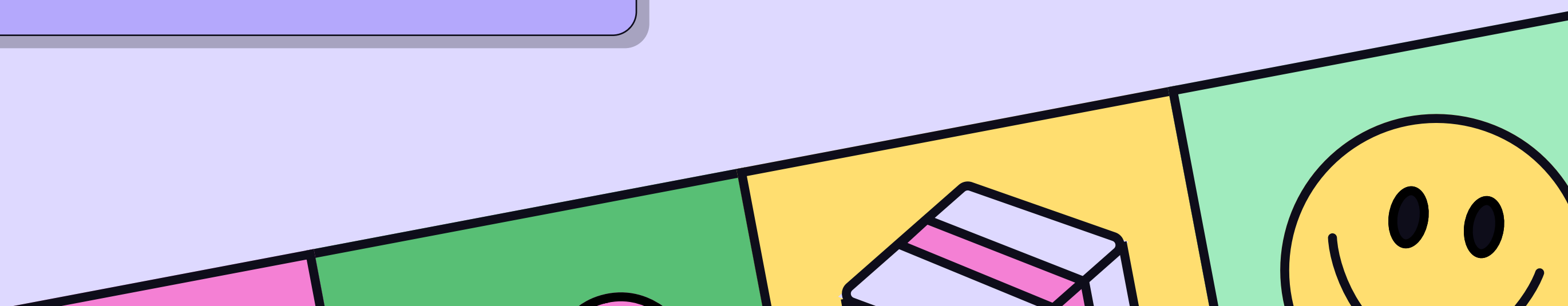
Reviews and Feedback

Improve your review submission and promotion process

This may feel unscalable, but so is hemorrhaging cash - and the customers you just spent so much energy to acquire.

Add a field for media (UGC); consider where off-site reviews matter (rumor has it Whoop asks people to post on Reddit, and Dieux asks for Tiktok. I am not sure if this is true, but I like it - go where the decisions start).

Stay in touch. Create flows and automations to text and DM (sparingly and concisely) to ask for product feedback, opinions on product ideas, send quizzes about what they're up to so you know what type of life and lifestyle your product needs to fit into. If they mention a brand, forward it to that brand. Start a relationship. Co-seed creators. Co-pitch the "TODAY" show on something. Invite all the brands your customers mentioned to a pre-BFCM lunch at a fabulous restaurant to swap learnings and commune.



Community Building

“After the BFCM dust settles brands should consider how they are building community with new and old customers. **Socials should focus on content that encourages the customer to share about their experiences.**

Partnerships with content creators can support these efforts. Pro tips for the partnership? Allow the creator to guide the content in a way that is synergistic with their own channel instead of overtly branded content. Get silly, playful, and bold.”



People want to return to places where they feel a sense of belonging. Create a sense of community around your brand!



- Feature your clients in newsletters
- Ask for reviews
- Create groups
- Test!

BFCM is a tricky time, but what comes after is even trickier. It's natural to see a decrease in sales after deals stop—so build on existing relationships and show customers you're there and you care.

- Send periodic newsletters about products they just purchased and create value around them
- Send surveys and ask for their opinion on your products and overall brand
- Feature your clients on your website, newsletters, socials and your community (you have one right?);
- Ask for recommendations. No amount of paid ads will bring more to the table than a good mouth-to-mouth recommendation.

Public Relations

“When it comes to PR these days, data is everything. Gather all your data and learnings to have handy for next year’s BFCM pitches (late August/early September).”



Delaney Vetter
Communications

December is a time when people slow down, reflect and unwind. **Consider creating longer form and educational content at this time.**

Share the benefits of long term use of your product or service in your newsletters and journals. Bring those educational ideas into your pitches for media efforts.

Focus on the New Year. Tell the media why your product or service will be important in 2024; how it can support New Year goals, how it can perk up the winter blues and what offerings you will have come 2024.

-Samantha Caffrey

“Share notable BFCM sales data with your PR team. They may be able to **leverage those metrics in future pitches** and active conversations with commerce editors and affiliate managers.”



Holly Corrales
PlantedSeed PR

Holiday Campaigning and Retention

“Remind your customers that they can still buy in store after Christmas shipping deadlines have passed! It's a procrastinator's dream!

Be sure to highlight any promotions, bundles, and your holiday return policy.”



“Plan a retention driver post-BFCM. A product launch or offer that will drive an incremental order from BFCM customers.”



“Focus on retaining new customers acquired during BFCM. Engage them with personalized content, and follow-up offers to encourage repeat purchases. **Leverage email marketing and SMS to keep your brand top-of-mind and nurture customer relationships.**”

-Adrien Levinger

Holiday Campaigning and Retention

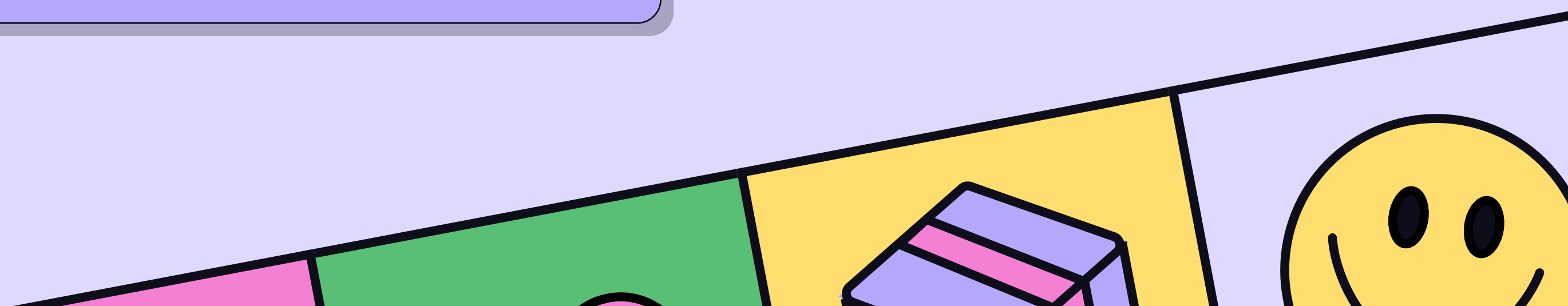
Post-BFCM Referral Program Enhancement

Word-of-mouth can be a game-changer in customer retention. Turn BFCM customers into brand advocates by enhancing your post-BFCM referral program in 5 steps.

1. If there isn't an existing referral program, introduce one. Offer both the referrer and the referee exclusive benefits. For instance, a discount on the next purchase.
2. Send personalized emails to BFCM customers, appreciating their purchase and introducing them to the referral program. Highlight the benefits clearly.
3. Ease of Use: Ensure the referral process is seamless. Provide customers with a unique referral link they can easily share. Ensure the referred friends can use the link without complications.
4. Tracking: Implement tools to track referral conversions. This allows the brand to understand the effectiveness of the program.



5. **Action Item:** Regularly update the BFCM customers about how close they are to earning their referral bonus. This can be done through personalized emails or notifications, creating an ongoing engagement loop.



Holiday Campaigning and Retention

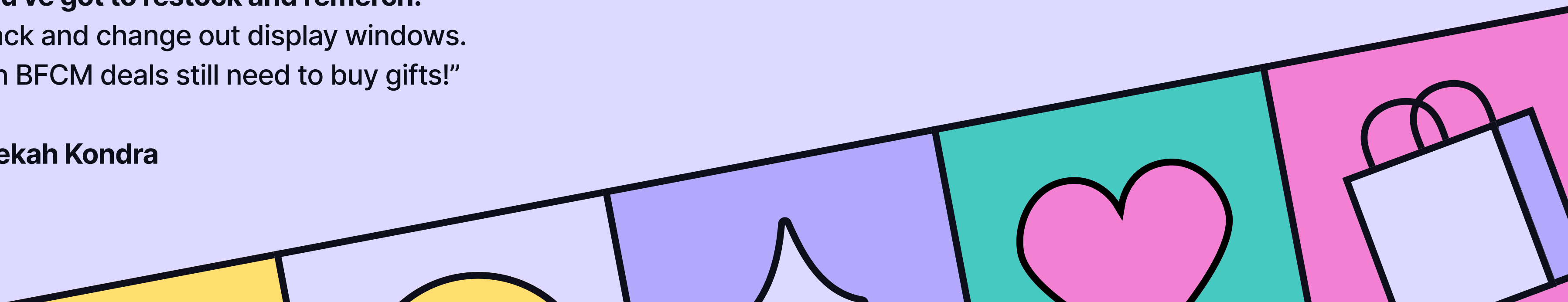
Gifting strategy

- Cater just as much to the gift recipient as the gift givers, knowing that the recipient is going to be who is using your product (and possibly the stronger candidate for repeat purchase).
- Elevate the unboxing experience, provide opportunities for repurchase, bake in ability for lead capture (collateral with QR codes, discount codes, warranty, etc).
- Enrich the gifting experience with content accessed from the product packaging to ensure it makes it to this end user.



“No rest for the weary! You've got to restock and remerch!
Shuffle broken sizes to the back and change out display windows.
Customers that missed out on BFCM deals still need to buy gifts!”

-Rebekah Kondra



Holiday Campaigning and Retention

Prep for *next* BFCM

1. Tag all customers who purchased during BFCM
2. Create segments by outlier behavior and demographic. Examples: early November buyers, long-time subscribers who finally converted, low spenders who purchase on promo but are word-of-mouth engines all year long (you better be tracking this!).
3. This summer, review the behavior of those cohorts and create miniature flows to warm up the relationships before BFCM 2024.
4. Here's where it gets fun! Ask:



What do those people (and say people, not customers) really need or want?

Do we have a full-size best-seller we can bundle or offer in a mini?

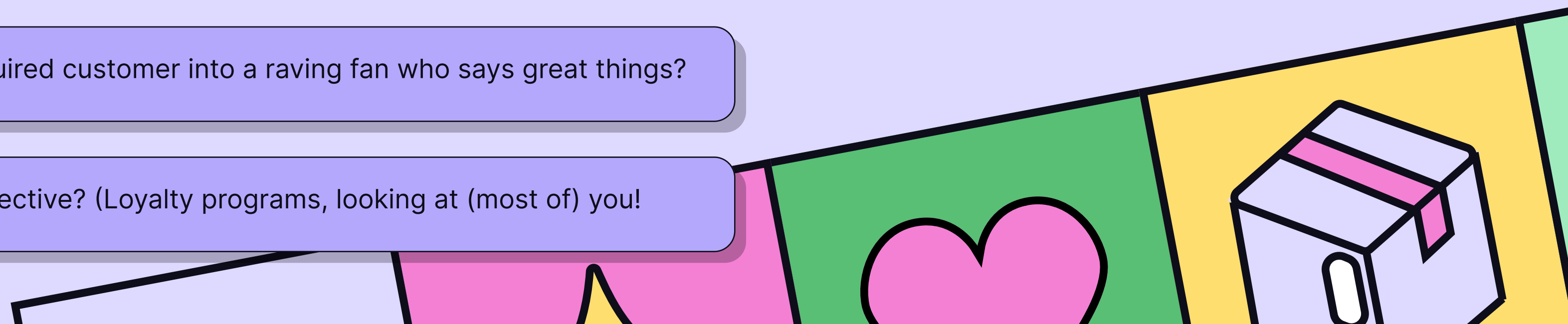
Are there brands we can partner with for a small surprise-and-delight or GWP reactivations?

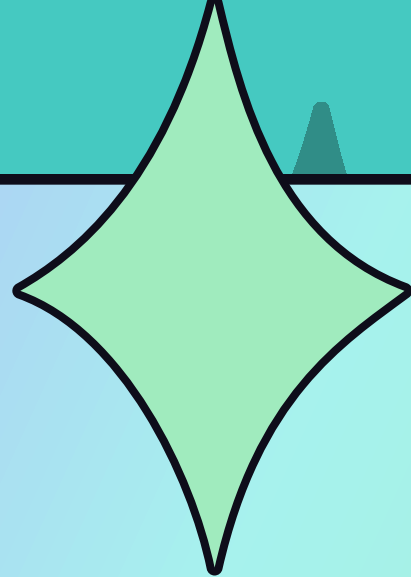
How can we actually incentivize reviews?

If we're a low-repeat-purchase brand, what can we do that encourages word-of-mouth UGC, how do we create surround sound in our quieter periods?

What flywheels can we create that turn each newly-acquired customer into a raving fan who says great things?

What playbook strategies are obvious but tired and ineffective? (Loyalty programs, looking at (most of) you!)





Build Momentum with Tydo!

Tydo's custom reporting shows you what's working, what's not, and what customers want. So you can base strategy in actual evidence.

- Segment customers into cohorts to understand strategy over time
- Analyze customer behavior to elevate retention and win-back offers
- Optimize product pricing and bundling
- Get the most from your ad spend and iterate faster

Get the expert support you need to use your data, your way. Schedule a call and receive a free proof of concept!

[Get started with Tydo](#)