

Shopify Black Friday Checklist

for B2B and B2C store owners



- Start the sale on your Shopify store in early November.
- Use images and graphics that highlight the BCFM discounts and offers.
- Optimize your Shopify store for mobile devices.
- Have plenty of stock.
- Offer discounts using coupon codes or using a Shopify wholesale app.
- Add an announcement bar at the top about discounts and free shipping.
- Add a countdown timer to shorten the customer buying cycle.
- Offer Net Payment Terms for B2B or Wholesale orders (Buy now, pay later).
- Integrate multiple payment gateways to accept payments
- Offer wholesale checkout option for store pickups and delivery of products.
- Include shipping costs in your product price and offer sitewide “free shipping”.
- Prepare a marketing strategy for paid ads, influencer marketing and other promotional activities.
- Leverage the power of social media
- Segment your email subscribers and plan an email marketing strategy
- Upsell and cross-sell your products
- Add a sales and support chat to talk with your customer in case they have any questions.

[Check out our apps on Shopify.](#)

