

Transforming Black Friday

Shoppers Into Loyal Customers:

An Organizer Template

Customer service

1. How long does it take for a shopper to receive a response?
2. Do you have messaging in place to communicate possible order delays?
3. Do you have a help hotline?
4. Do you have a help chatbot and live chat agents?

To do:

Create documentation for help desk email

In the works:

Hire 2 more live chat agents

Done:

Build a chatbot for Messenger

Website policies

1. Do you have a friendly returns and exchanges policy?
2. Are shipping, returns, and exchanges pages updated and easily accessible?
3. Are order processing times updated?
4. Are estimated delivery dates accurate?

To do:

In the works:

Done:

Holiday-related

1. Do you offer gift wrapping? Are there details clearly stated on your site?
2. Do you have post-holiday gift guides?

To do:

In the works:

Done:

Social proof

1. How do you encourage customers to leave a review on their purchases?
2. How relevant, engaging, and active is your social media presence?
3. Do you leverage influencers or other word-of-mouth tactics?

To do:

In the works:

Done:

Customer loyalty

1. Do you have a loyalty, rewards, or referral program with sufficient incentives?
2. Do you surprise customers with freebies or other deals (e.g., a small discount) with their holiday orders?
3. Is it easy for shoppers to create an account on your Shopify site? Do you provide an incentive?

To do:

In the works:

Done:

Marketing

1. What customer details do you collect upon checkout to help you with remarketing them later (e.g., email or SMS)?
2. Have you invested in useful, relevant, or entertaining content that incentivizes customers to return?
3. Do you have an optimized welcome email sequence for new shoppers?
4. Do you have an upselling plan?
5. Do you leverage FOMO in your marketing copy?
6. Do you spotlight your brand values, team, and mission on your site?

To do:

In the works:

Done: