

# Surviving BFCM: The TextAnywhere checklist

If there's any time of the year that could be classed as peak trading season, it's the last few months of the year when consumers are stockpiling for the festive period. Get ahead of the curve and plan for the biggest, busiest events of the year with the TextAnywhere checklist. Are you ready to make your next peak trading season a roaring success?

Hi [NAME]. Looks like you've left something behind! We have a special promo code that you can use to get 20% off your order! Just use JUSTFORYOU at checkout by [DATE].



## Marketing & sales

▶ **Analyse your customer data**

This will help you discover who might respond best to earlier campaigns.

▶ **Create and finalise your sale messaging and visuals**

Think about how you want your campaigns to look and feel. Consider consistency.

▶ **Build your lists**

Build your SMS lists to offer exclusive early access to sales

▶ **Decide on the products and offers you want to promote.**

Consider what would resonate best with your target audience.

▶ **Start marketing at the right time**

Generally, the earlier, the better but it depends on the individual customer.

▶ **Have a cart abandonment plan**

Investigate what causes your customers to abandon their baskets and have a strategy that brings them back e.g. an SMS alert or a special discount code.

▶ **Tailor offers to individual customers**

Personalisation works! Know what makes your customers tick and tailor offers to suit their needs.



▶ **Analyse the marketing channels available to you**

Consider which marketing channels you want to use to reach customers.

▶ **Set up data analytics**

To continuously improve on your peak season strategy, use business intelligence software to better understand your customer behaviour.

## Website experience

▶ **Optimise your website for search engines**

Learn what your customers are searching for and use that intel to maximise your visibility.

▶ **Check your website's SSL**

Your website's SSL certification should be valid and work well so you can offer customers a safe and secure shopping experience.

▶ **Ensure your CMS is on the latest version**

An up-to-date content management system helps to reduce the likelihood of glitches caused by bugs.

▶ **Check for broken links and faulty pages**

404s can disrupt the customer experience so sweep your website for any broken links.

▶ **Test your website navigation**

User experience can make or break your customer experience. So in addition to broken links, ensure your nav is user friendly.

▶ **Backup your website**

Make sure you've created a backup every time you make any changes to your website

▶ **Test on different devices and browsers**

Optimise your website for various devices (e.g. mobile!) and browsers.

▶ **Ensure website can handle increase in traffic**

An influx of traffic can easily bring a website down if you're not prepared for it. So, update your web hosting plan in advance.

▶ **Simplify the checkout process**

Make it easy for your customers to complete their purchases, whether that's a clear 'buy now' button or a short checkout process - or both!

## Customer service

### ▶ Make it easy for customers to reach out

If your customers require assistance, make it easy and convenient for them to find answers, whether that's via a self-serve channel or a customer service rep.

### ▶ Check your customer support channels are active

Ensure that your main channels of contact e.g. email, social media, phone, text are ready for the potential influx of customer queries.

### ▶ Ensure customer support teams are aware of the news

Whatever you decide to run for peak trading season (eg promotions, sales, offers), make sure your support team is aware.

### ▶ Offer proactive customer support

Chatbots and FAQ pages allow your customers to self-serve, lifting the pressure off your customer support team so they can focus on more complex cases.

### ▶ Make it easy for your customer support team to get the info they need

Whether it's your return policy or T&Cs of a specific promotion, make it easy for your customer-facing teams to quickly and easily find the info they need.

### ▶ Keep customers in the loop

From order confirmations to delivery updates, keep your customers informed.

## Order fulfilment

### ▶ Prepare your stock

Avoid being short on stock and disappointing your customers when you stock up and can manage stock levels in real time.

### ▶ Expand your courier network

Reduce the likelihood of delays and backlog when you work with multiple couriers for peak trading season.

### ▶ Ensure your fulfillment team know about your promotions

Let your fulfillment team know what promotions are running, how long for and the T&Cs.

### ▶ Ensure your returns policy is clear

Whatever you decide to run for peak trading season (eg promotions, sales, offers), make sure your support team is aware.



▶ **Have additional staff to handle returns**

Returns are inevitable. So, ensure you have enough staff to manage the influx of returns during this period.

▶ **Ensure your product information is clear**

Clear images, videos and descriptions can help your customers have a better idea of the products, minimising returns