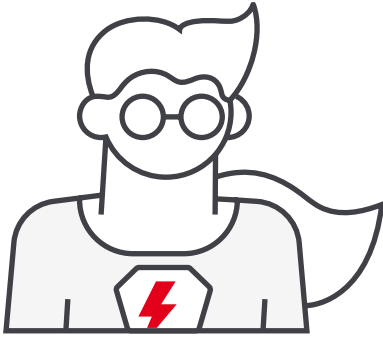




# Your TO-DO LIST to master Black Friday





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# Boost your business, from zero to hero!

Rush of online shoppers, long queues outside the stores, crazy discounts everywhere and plenty of you-can't-miss promotions on the way? Yes, Black Friday it's coming again!

**This could sound like a nightmare, but if you run an e-commerce business, these two words are probably music to your ears.**

However, if on one hand Black Friday and Cyber Monday are a big chance for your company, on the other hand they leave you with extra-work and a lot of challenges. Some examples? Manage inventory, deal with pack and ship procedures, keep up with orders... and the list goes on! These are demanding tasks for today's e-tailers of all sizes, but especially for small and medium businesses.

**Ok, don't panic! We've got good news for you: to manage your e-commerce during Black Friday you don't need superpowers, just a reliable partner.**

[Discover more](#)



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## Save the dates

*Black Friday: 26th November 2021*

*Cyber Monday: 29th November 2021*

In the weeks before the big day, you should be busy preparing for the rush of online shoppers coming your way. Preparation is the key here, we have you covered with our **To-Do List** for the season!

**And if you need help checking off the tasks, MBE is here to get your e-commerce ready for the busiest shopping period of the year.**

MBE Solutions are designed to support small and medium-sized enterprises throughout the whole process: from the creation of the digital space to the management of orders and shipments .

[Discover more](#)

# Black Friday

## To-Do List



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### **1. Choose a clear target**

- Identify your ideal client
- Define why your customers should buy your products or services
- Name the interests of your target
- List what your clients like and what they don't
- Describe why customers should choose you over a competitor

### **2. Boost your business strategy**

- Make sure potential clients can find your products online
- Check if your website looks professional
- Build a specific offer or discount related to Black Friday
- Evaluate a customer loyalty program

### **3. Run marketing and communication activities**

- Design a Black Friday sale banner to drive users to your website
- Set up a social media editorial plan
- Create buzz around your Black Friday special offer
- Deliver personalized gadgets to your most strategic stakeholders
- Send a dedicated newsletter for this event

### **4. Optimize sales on your website**

- Make sure your servers can handle increased traffic
- Test your checkout process, it must be smooth and clear
- Prevent out of stock inventory in your warehouse
- Improve your e-commerce order-fulfillment process
- Optimize your product pages
- Check if your website is mobile friendly

### **5. Define the perfect packaging**

- Choose the right packing materials and methods for your products
- Be sure that your packaging stands out and get noticed
- Create a pleasant customer unboxing experience
- Evaluate the adoption of sustainable or recycled packaging

### **6. Map out a defined shipping strategy**

- Identify the right shipping services for you e-commerce
- Send tracking code to your customers once they place an order
- Find out which forms you'll need to attach to your package
- Check if you have a clear policy to manage product returns



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# Prepare your business for the next challenge with MBE!

## Rely on our experts for:

- Development of websites with e-commerce
- Professional pack and ship services.
- Logistics and orders management.
- Print and marketing solutions

*We support your business with  
custom-made solutions.*

Contact your  
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