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STEP UP YOUR BFCM GAME WITH **ULTIMATE CHECKLIST TO OPTIMIZE YOUR SHOPIFY STORE**

Is your Shopify store ready to dominate
BFCM 2024?

If not, worry not!

Our checklist is packed with must-know tips &
eye-opening stats to ensure your
Shopify Store is fully prepared for success.

Get ready to crush it!



INVENTORY MANAGEMENT

Stock Up:



62% of shoppers abandon their cart if their desired item is out of stock. Ensure your top-selling items are fully stocked to avoid losing sales.

Stay Alert:



Automated low inventory alerts help **reduce stockouts by up to 40%**, ensuring you can restock quickly & keep those sales rolling in.

SITE OPTIMIZATION

Speed Test:



47% of customers expect a page to load in 2 seconds or less. Optimize your site's speed & mobile responsiveness to keep shoppers happy & buying.

Easy Navigation:



Simplify navigation and checkout to **reduce cart abandonment rates by up to 30%**, leading to higher conversion rates.

MARKETING STRATEGIES

Plan Ahead:



70% of BFCM shoppers prefer to receive offers via email. Schedule your email and social media campaigns to engage customers with BFCM deals.

Exclusive Deals:



56% of shoppers **love exclusive deals** as it drives them to make a purchase. Craft irresistible discounts & offers to draw in shoppers & boost sales.

CUSTOMER SERVICE PLANNING

Extended Hours:



58% of customers say they are more likely to shop with a retailer that offers extended support hours during peak times. Increase support availability to handle the higher volume of questions.

Updated FAQs:



Updating FAQs can **reduce customer support queries by up to 25%**, helping customers find answers quickly & improving their experience.

LOGISTICS & FULFILLMENT

Shipping Review:



65% of shoppers expect free shipping during **BFCM**. Review & update your shipping options & rates to meet customer expectations & ensure timely delivery.

Order Processing:



Streamlining order processing can **reduce fulfillment time by up to 20%**, leading to faster deliveries & higher customer satisfaction.

WEBSITE UPDATES

Festive Touch:



Sites with seasonal, holiday themed designs & promotions to captivate shoppers see up to a **15% increase in engagement.**

Interactive Features:



Adding festive banners, countdown timers, & interactive elements can **boost visitor interaction by 20%.**



WANT TO AVOID THE LAST-MINUTE CHAOS & EMPOWER YOUR SHOPIFY STORE WITH BFCM FRIENDLY FEATURES?

**Connect with m-commerce
experts at MageNative Now!**