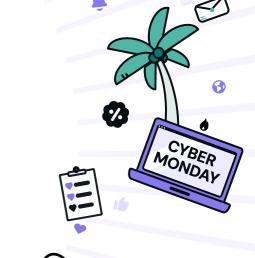
## The ultimate BFCM email checklist



by Mailjet

## Plan

- Define clear campaign goals and metrics. What do you want to achieve?
- Identify stakeholders and needed assets (design, copy, landing pages).
- Segment lists and personalization strategy. Who gets what, and why?
- Authenticate your sending domains (SPF, DKIM, DMARC).
- Validate and clean your contact list.
- Implement one-click unsubscribe and double opt-in.
- Warm up your sending domain gradually with engaged contacts.

## Send

- Use email previews to check rendering across devices and catch errors.
- Personalize content and A/B test subject lines, CTAs, and designs.
- Schedule campaigns in advance to prevent last-minute sending errors.
- Use automations for engagement, onboarding, reminders, follow-ups, confirmations and of course, to work more efficiently!
- Monitor performance in real time (bounces, unsubscribes, opens, clicks, delivery rate, etc.)
- Space out sends to avoid overwhelming your audience.

## ₩ Succeed

- Review metrics at least 48 hours after each send (open, click, conversion rates).
- Note what content performed best and apply learnings to future campaigns.
- Retain new customers with welcome and nurture flows.
- Send thank-you notes and post-purchase tips to build loyalty.
- Re-engage missed connections (abandoned carts, canceled appointments).
- Plan follow-up campaigns through December. Don't stop after Cyber Monday!

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