

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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