

July 17 16-Week BFCM Preparation & Execution Timeline

Phase	Dates (2025)	Focus	✔ Status/Notes
Early Planning	Aug 4 – Aug 31	<ul style="list-style-type: none"> ● Set revenue goals ● Review past BFCM data ● Identify trends ● Forecast demand ● Finalize SKUs ● Begin planning offers and discounts 	<i>[Insert any notes and status updates here!]</i>
Prep & Partnerships	Sep 1 – Sep 21	<ul style="list-style-type: none"> ● Secure 3PL/logistics support ● Plan return policies ● Build landing pages ● Launch warm-up ad campaigns ● Start influencer/affiliate outreach 	
Build & Segment	Sep 22 – Oct 12	<ul style="list-style-type: none"> ● Segment email/SMS lists ● Create blog and gift guide content ● Update product pages for SEO ● Test mobile UX and checkout performance 	
Optimize & Finalize	Oct 13 – Oct 26	<ul style="list-style-type: none"> ● Fix site issues ● Install UGC, pop-ups, and countdown timers ● Finalize all creatives and campaign copy ● Prep support team workflow 	

Campaign Launch	Oct 27 – Nov 9	<ul style="list-style-type: none">• Activate early access for VIPs• Launch full paid/email campaigns• Push retargeting and influencer content• Monitor performance daily	
Last Push & Handoff	Nov 10 – Nov 23	<ul style="list-style-type: none">• Run last-chance offers• Scale winning ads• Review ROAS/AOV in real time• Prep post-sale flows• Ensure support is ready for follow-up and retention	