



FLASH SALES  
CAMPAIGN



# FLASH SALES CHECKLIST



# Flash Sales Checklist



## Goal

- To Attract more customers
- To Boost sales
- To Create a buzz around the store
- To Cross-Promote (to get mailing list)
- To Generate interest in Product
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## Product List

- Identify products to focus on
- Create product bundles
- Work on product sales copy
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## Inventory Check

- Arrange by discount tiers and offers
  - Check for stock availability
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## Campaign Name

- Black Friday Sale
  - Stock Clearance Sale
  - Mystery Flash Sale
  - Unlock Saving Sale
  - BOGO Sale (Buy One Get One)
  - Halloween Flash Sale
  - Cyber Monday Sale
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## Target Clients

- Existing customers (member-retargeting)
- New customers
- Geographical location of customers
- Customer type (gender, age group, etc)
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## Campaign Time

- Minimum 1 hour to maximum 72 hours
- Avoid clash with other major releases
- Keep sales campaign on holidays
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## Discount Strategy

- Special Offer
- XX% OFF
- Limited time offer
- Hurry up! X time left
- Strikethrough pricing
- Free shipping on orders above X rs
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## Customer Support

- Hire additional team and provide help desks
- Train customer support staff
- Create short-help articles and FAQ
- Offer multiple methods to provide help
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## Marketing Material

- Announce the sale online
- Create a lead generation asset- freebies, referral coupons etc.
- Create content to reach target audience
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## Define Marketing Channel

- Social media, search engine, ads
- Recruit new marketing partners like influencers, partner stores
- Send sms and email reminders
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## Shipping & Logistics Preparation

- Confirm marketplace requirements
- Anticipate order value
- Setup work-order system
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## Payment Solution

- Inform payment processors to avoid bans
- Provide multiple payment options
- Approved delivery vehicle
- Automate the process (affiliate payments, etc)
- Keep back-up options for emergency
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## Anything else

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