









FLASH SALES CHECKLIST





Flash Sales Checklist



	0	To Attract more customers
Goal	0	To Boost sales
	0	To Create a buzz around the store
	0	To Cross-Promote (to get mailing list)
	0	To Generate interest in Product
	0	
	0	
	0	
	0	
	0	
	0	

O Identify products to focus on

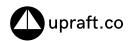
Create product bundles

Work on product sales copy

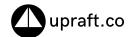
List

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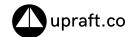


Inventory Check	0 0 0 0 0	Arrange by discount tiers and offers Check for stock availability
Campaign Name	0 0 0 0 0 0 0 0	Black Friday Sale Stock Clearance Sale Mystery Flash Sale Unlock Saving Sale BOGO Sale (Buy One Get One) Halloween Flash Sale Cyber Monday Sale
Target Clients	0 0 0 0 0	Existing customers (member-retargeting) New customers Geographical location of customers Customer type (gender, age group, etc)



Campaign Time	0 0 0 0 0	Minimum 1 hour to maximum 72 hours Avoid clash with other major releases Keep sales campaign on holidays
	0	Special Offer
	0	XX% OFF
	0	Limited time offer
Discount	0	Hurry up! X time left Strikethrough pricing
Strategy	0	Free shipping on orders above X rs
	0	Tree shipping on orders above X13
	0	
	0	
	0	
Customer Support	0	Hire additional team and provide help desks
	0	Train customer support staff
	0	Create short-help articles and FAQ
	0	Offer multiple methods to provide help
	0	
	0	
	0	upraft.co

Announce the sale online Create a lead generation asset-freebies, referral coupons etc. Create content to reach target audience Marketing Material Social media, search engine, ads Recruit new marketing partners like influencers, partner stores Define Send sms and email reminders Marketing Channel Confirm marketplace requirements Anticipate order value Shipping & Setup work-order system Logistics Preparation



	0	Inform payment processors to avoid bans
	0	Provide multiple payment options
	0	Approved delivery vehicle
Payment	0	Automate the process (affiliate payments, etc)
Solution	0	Keep back-up options for emergency
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Anything else	0	
	0	
	0	
	0	
	0	
	0	

