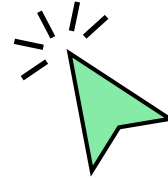


## Checklist

# Click Frenzy Prep & Promo



### 1. Choose the right event

Pick the Click Frenzy event that best fits your products:

- Mayhem – Fashion, lifestyle, tech, homewares (May 13–16)
- Tech – Consumer electronics, gadgets, gaming (June 24–27)
- Glow – Beauty, skincare, wellness (July 15–18)
- Travel – Flights, hotels, packages (Aug 27–31)

### 2. Prep your offers

Select 1–3 hero products to feature

- Create limited-time bundles or exclusive sets
- Set up discounts or tiered “spend and save” offers
- Plan inventory and confirm stock availability
- Confirm shipping cut-offs and timelines

### 3. Optimise your site

Check site speed (especially on mobile)

- Test the entire checkout flow
- Add urgency banners or countdowns
- Place Click Frenzy offers front and centre
- Prep thank-you emails and post-sale messages

### Get the word out

- Schedule teaser emails and launch announcements
- Run targeted ads on Google Shopping or Meta platforms
- Promote offers on Instagram Stories and Facebook
- Post live updates during the event (stock levels, bestsellers)
- Add UTM tags to all promo links for tracking

### During the event

- Monitor top-performing products
- Answer customer questions promptly
- Adjust offers or messaging based on what’s working
- Watch for checkout drop-offs or errors

### After the event

- Send thank-you and review request emails
- Offer loyalty or bounce-back discount for new customers
- Review traffic, sales, and ad performance
- Note what to change or double down on next year