5 Black Friday Mistakes
for Ecommerce Businesses to Avoid

Black Friday provides a limited time for retailers to successfully attract customers. With overlapping tasks and a ticking clock, ecommerce managers walk a fine line between success and failure.

If your website goes down, your sales tank and your customers grumble. If your competitor launches their promotion first, they swipe your sales. In the end, one error can spoil your Black Friday results. Watch out for the following five most common Black Friday mistakes to ensure your prep work pays off.

Mistake 1:
Not Preparing for a High Volume of Visitors

While many ecommerce stores kick off their Black Friday campaigns at midnight, several of our clients now opt for a different approach. A midnight launch increases the risk of high volumes of visitors overloading your site within a short period of time. Peaks in traffic may cause your site to slow or even crash.

Instead of a midnight launch, retailers often choose to release a few specials each day. The risk and complexity of a midnight launch usually outweigh the potential reward. If you must greet your customers with a midnight sales bonanza, mitigate potential issues with load testing or a virtual waiting room.

Mistake 2:
Letting Your Competitors Launch First

While shoppers splurge on Black Friday, their funds are limited. What if your main competitor launches their Black Friday campaign two weeks before you? How will that impact your sales? Will your customers buy a second blender after your competitor sold them one?

In the past, several clients called us in a panic because their competition deployed Black Friday sales earlier than anticipated. Give your blenders a fighting chance by preparing to launch your campaigns on short notice, and possibly ahead of time.

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Mistake 3:
Giving Your Whole Team Access to the Admin Panel

Most Black Friday disasters happen as a result of unplanned and resource-intensive processes started by unsuspecting team members or automation.

One of our clients started a full search reindex just as they dropped the curtain at midnight. Another client ran a full export of all orders for the last twelve months while the system processed hundreds of live orders per minute on Black Friday. Both errors culminated in catastrophic results.

To save the day, implement the following:

1 Clearly define the roles and responsibilities of your stakeholders on Black Friday

2 Limit admin panel access to pivotal team members only

Mistake 4:
Making Price and Stock Updates in the Heat of Black Friday

Ecommerce managers often receive requests to update inventory or prices. While these routine requests seem simple, carrying out changes during the uproar of Black Friday may involve risks–especially when you want the system to focus on handling traffic and processing sales.

Educate your stakeholders in advance about the technical challenges of updates while thousands of customers swarm your category page. By keeping last-minute changes to a minimum, you'll help your system remain operational.

Mistake 5:
Skipping the Dress Rehearsal

Whether you launch at midnight or drip-feed specials during the week, Black Friday is a time-sensitive campaign with multiple stakeholders, including your buying and marketing departments, ecommerce team, and delivery partner. A dress rehearsal is common sense—better to find flaws six weeks before than during your Black Friday launch.

Conclusion

Ecommerce managers get one chance at success during the sales season. Ensure your success with diligent prep work and designing your campaigns to launch at short notice.

About **Vaimo**

Vaimo is one of the world's most respected experts in ecommerce. As a full-service omnichannel agency, we deliver strategy, design, development, and managed services to brands, retailers, and manufacturers worldwide.

Our sharp focus, broad experience, and deep expertise within B2B, B2C, PIM, Order Management, and ERP integrations make us a key partner for driving success in ecommerce. Our 14+ years track record of technical excellence, coupled with our proven results in helping our clients succeed with business development, digital strategy, and customer experience design, manifests in our status as an Adobe Platinum Partner.

With local offices in 15+ markets across EMEA, APAC, and North America and over 500 employees, we provide an international presence that allows us to cultivate close, long-term relationships with our clients.

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For more information on how to drive success in ecommerce, visit: **www.vaimo.com**