

BFCM 2022 Ecommerce Guide: Prepare for Black Friday Cyber Monday Giveaways & Holiday Sales

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Start planning BFCM 2022 ecommerce marketing including Black Friday Cyber Monday 2022 deals and discounts if you haven't already started. The holiday season is just about here and ecommerce brands and online retailers have already leaked some Black Friday discounts and offers in order to entice shoppers.

If you're running a Black Friday Cyber Monday sweepstakes, giveaway, or contest alongside your Black Friday deals, start here. While the majority of 2022 Black Friday Cyber Monday marketing advice focuses on planning your BFCM marketing strategy, customer experience matters more.

For ecommerce brands looking to deliver successful BFCM giveaways and Black Friday Cyber Monday deals, the backend is what counts. From cybersecurity to performance and scalability, Black Friday promotions for ecommerce at scale are driven by martech.

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