

# BLACK FRIDAY CHECKLIST



## FOR SMALL BUSINESSES

### **Build Your Strategy**

This is your high-level basic outline of what you'd like to accomplish this season. Are you going to start with a giveaway? What's your Cyber Monday plans? Are you thinking about Small Business Saturday? What's your offer going to be? Where are you planning to promote your sale? What about influencers? This should look something like this.

Promo	Incentives	Where Promoting?	Budget
2 Week Giveaway	Free Audit + 2 Free Templates	10 Influencers + 10 bloggers Promo + FB Ad Buys	\$500
Black Friday Sale	15% off ALL Services	FB Ads + Yahoo Native	\$1,200
Small Business Saturday Sale	BOGO 50% Off Templates	IG Promoted Posts	\$1,500
Cyber Monday Sale	Free Shipping	IG Promoted Post + FB Ads	\$500

### **Decide Your Metrics**

Not all metrics are important during sales, but you do want to benchmark where you are, look at any data from the previous year, and decide what you'd like to track moving forward. Also, I like to write my **realistic** "dream" sales goal on a small piece of paper and put it in my wallet or on my desk as motivation to keep hustling every single day!

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## Construct a Calendar

This is going to be the complete list of assets needed including when/where you will be launching each piece. It should look something like this. See how easy it will be to fill in the content for each section.

Send Date/Cycle Day	Progress	Content Type	Subject Line
Launch Giveaway with Sale attached:			
Giveaway (G) 00	Coding	Thank You	You're IN! 🎉 Thank YOU & Welcome 🎉
G 03	Designing	Education	👉👉 BONUS Entries   Here's How You Secure the WIN! 👉👉
G 06	Writing	Reminder	Last Day for Bonus Entries!

## Concept Designs

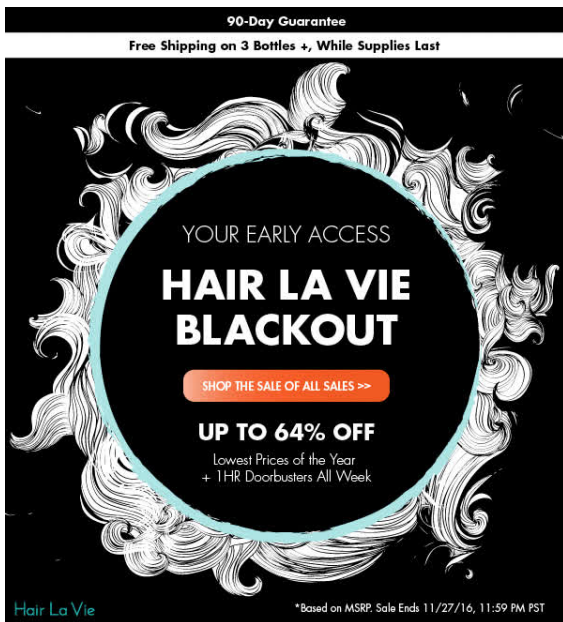
You want the promotion to be concise and flow together. You want a hot lead to see each piece of content as a signature for your brand. This also saves a lot of time so you can just make a few graphic changes and move. Here's some examples:



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## Build Your Creative

Knock out your content early so you can test it and promote it fully when it's time. Don't be a reactive team be a proactive team because right behind Black Friday is the 12 Days of Christmas then New Years then Valentines Day. Go Go Go. Here's some examples of Black Friday Content I've worked on before.



## Prepare Everyone on Your Team

Make a Black Friday Sale one-sheet so everyone on your team knows exactly what is happening including your shipping department and customer service team.

## Launch & Celebrate

These sale sequences are very difficult to plan and execute, especially for a junior team so when you do cross that launch finish line be sure to take some time and celebrate your team's accomplishment.

I can help you build these campaigns! Reach out to me to see what my availability is to help build your Q4!