

# Black Friday & Cyber Monday Checklist

The holidays are fast approaching, which is why now is the time to get your digital strategy in place. Black Friday (November 29) is the most popular shopping day of the season, and US online sales from this past Cyber Monday were \$7.9 billion. We're going to help you monetize this holiday season!

## THE CHECKLIST

### 1 MONTH AHEAD

- \_\_\_ CREATE A PRODUCT INVENTORY LIST
- \_\_\_ DECIDE ON YOUR BF/CM SALES & OFFERS
- \_\_\_ REACH OUT TO INFLUENCERS TO SECURE POTENTIAL COLLABORATIONS

### 3 WEEKS AHEAD

- \_\_\_ TEST & OPTIMIZE YOUR WEBSITE IN PREPARATION FOR A TRAFFIC SPIKE
- \_\_\_ MAKE SURE YOUR WEBSITE IS MOBILE-FRIENDLY
- \_\_\_ CREATE YOUR HOLIDAY GRAPHICS FOR SOCIAL MEDIA
- \_\_\_ CHOOSE A PLATFORM TO RUN ADS ON
- \_\_\_ PLAN OUT YOUR AD IMAGES & COPY

### 2 WEEKS AHEAD

- \_\_\_ WRITE A HOLIDAY SALES NEWSLETTER TO SEND TO YOUR FOLLOWERS
- \_\_\_ SET UP GOOGLE ANALYTICS FOR YOUR WEBSITE & EMAIL MARKETING CAMPAIGN

### 1 WEEK AHEAD

- \_\_\_ START TEASING YOUR UPCOMING HOLIDAY SALES TO CREATE BUZZ VIA SOCIAL MEDIA & EMAIL MARKETING
- \_\_\_ CREATE A LOYALTY PROGRAM TO BOOST REPEAT CUSTOMERS
- \_\_\_ SCHEDULE ALL OF YOUR POSTS FOR YOUR IG GRID & STORIES ON PLANOLY



## **JOT DOWN YOUR NOTES**

*feel free to use this page to jot down your notes or ideas*