

Black Friday & Cyber Monday Checklist



The two biggest shopping days of the year for online retailers are fast approaching: Black Friday (Nov. 27) and Cyber Monday (Nov. 30). To help you get your digital strategy in place, we've put together a checklist with everything you need to drive sales this holiday season. Visit **PLANOLY's** [Ultimate Holiday Marketing Guide](#) for more content inspiration, downloadables, and tips to help drive sales.

THE CHECKLIST

1 MONTH AHEAD

- CREATE A PRODUCT INVENTORY LIST
- DECIDE ON YOUR BF/CM SALES & OFFERS
- TEST & OPTIMIZE YOUR WEBSITE IN PREPARATION FOR A TRAFFIC SPIKE

3 WEEKS AHEAD

- REACH OUT TO INFLUENCERS TO SECURE POTENTIAL COLLABORATIONS
- MAKE SURE YOUR WEBSITE IS MOBILE-FRIENDLY
- BEGIN RUNNING ADS AND/OR INCREASE YOUR EXISTING ADS BUDGET

2 WEEKS AHEAD

- CREATE CAMPAIGN BRANDED ASSETS AND WRITE CLEAR AND CONCISE CAMPAIGN COPY
- CREATE YOUR HOLIDAY GRAPHICS FOR SOCIAL MEDIA
- SEND A HOLIDAY SALES NEWSLETTER TO YOUR FOLLOWERS
- SET UP GOOGLE ANALYTICS FOR YOUR WEBSITE & EMAIL MARKETING

1 WEEK AHEAD

- START TEASING YOUR UPCOMING HOLIDAY SALES TO CREATE BUZZ VIA SOCIAL MEDIA & EMAIL MARKETING
- ACTIVATE 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