



THE 5-STEP CHECKLIST TO GUIDE YOUR BLACK FRIDAY STRATEGY

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As the spending season fast approaches, businesses and shoppers are gearing up for two of the most anticipated and lucrative shopping events of the year: Black Friday and Cyber Monday.

With consumers actively seeking jaw-dropping deals, the pressure on building effective marketing strategies is more important than ever. Below we delve into the areas and questions you should be considering and discussing with your team, starting NOW!

1. REVIEW PREVIOUS YEARS BF STRATEGY & RESULTS

Take a deep dive into last year's Black Friday strategy and results to uncover valuable insights. Analyze performance trends to understand what worked and what didn't. Identify any changes that were made and assess their impact on the overall outcome. Pay close attention to areas that excelled, as well as those that struggled to scale, as these will guide you towards areas of improvement for this year's approach..

What happened last year?

E.g. Performance trends, impression costs, top creative, bottom creative, etc.

What changes were made and when?

Review areas that excelled or struggled to scale to help identify areas of improvement for this year.

2. WHAT'S YOUR LEAD-UP PLAN?

Ensure you're well-prepared in the lead-up to Black Friday and Cyber Monday. Start building traffic now to maximise your remarketing opportunities. Prioritise the growth of your email lists, a valuable asset for direct communication with potential customers. Identify your top-performing products. Begin generating interest in the products you'll be offering discounts on. Consider the option of free shipping to further sweeten the deal for shoppers. Fine-tune your channel strategy to ensure you're reaching your target audience effectively. Have clear forecast expectations in mind, and be ready to allocate an increased budget to capitalize on the higher intent period. Define your specific Black Friday revenue goals—whether they're centered around the number of sales, clearing certain stock, maximizing profits, or boosting overall revenue.

How are you building traffic to be able to be remarketed?

What are you top performing products?

*Not sure? Check out **Page 9 Bonus Content** for information on our Product Performance Report.*

How are you building interest in the products you will be discounting?

Will you consider free shipping?

Continued...

What is your channel strategy?

What are your forecast expectations?

Do you have specific Black Friday revenue goals and an increased budget available to capitalise on a higher intent period?

Are they focused on number of sales, movement of certain stock, profits or revenue?

3. WHAT'S THE OFFER?

Craft a compelling offer that not only competes but stands out among your competitors' Black Friday deals. Review your competitors' past Black Friday offers (if possible) to gauge the competitive landscape. Remember, shoppers expect impressive discounts, so don't settle for just a 10% reduction. Ensure your creative assets are briefed and scheduled well in advance, allowing for any unforeseen issues. Decide on the duration of your sale, and consider extending it through Cyber Monday for an extended shopping window.

- Is your offer competitive? - Based on your competitors previous Black Friday offers?

- How does it stand out from other offers? Shoppers expect impressive deals, 10% won't cut it

- Is your creative briefed and scheduled with plenty of time?
Allowing for any issues.

- How long will the sale run?

4. ARE YOUR INTERNAL PROCESSES ALIGNED & PREPARED FOR THE 2 WEEKS OF BF?

Prepare your internal processes for the two weeks of Black Friday and Cyber Monday. Allocate resources effectively to handle the surge in demand. While innovation is great, it's not the time for radical testing—stick to proven strategies. Ensure your website is ready to handle increased traffic without hiccups. Your warehouse should be prepped and well-stocked to fulfill orders promptly. No surprises here—make sure you have enough stock to meet the anticipated demand.

And while a little humor never hurts, annual leave might need to wait.

Are recourses allocated?

No crazy testing - Jot down ideas but they can wait!

Is your site ready? - Think about potential increased traffic volume.

Is your warehouse prepped?

Continued...

Do you have enough stock?

No annual leave! (jokes!)

5. DO YOU HAVE AN EXIT PLAN?

It's crucial to have a clear plan for the post-Black Friday period. Define your expectations for December and how you intend to transition smoothly. Carry forward the momentum from Black Friday by planning your December campaigns ahead of time. Leverage the customer base and data you've acquired during the shopping events to keep driving sales and engagement throughout the holiday season.

What are your ideas and expectations for December campaigns?

Black Friday and Cyber Monday offer huge opportunities for businesses to boost sales and engagement, not only during the BF and CM period but for many months after (if you consider your post-sale strategy). By addressing the questions outlined above, you can develop a strategy that not only meets but exceeds shopper expectations.

Start your preparations early, align your internal processes, and set the stage for a successful and profitable shopping season.

The time to act is now—happy strategising!

Cheers!
WebSavvy.

BONUS CONTENT!

WEBSAVVY'S PRODUCT PERFORMANCE REPORT



Mentioned on Page 3 for consideration: ‘What are your top performing products?’

This script allows you to access so much more data than what Google gives you and with data comes a deeper understanding into your products and where your dollars are going

Start getting more actionable insights than ever before from your PerformanceMax campaigns by downloading WebSavvy’s PMax script.

There is a little more to installing the script than just copying and pasting, but we’ve simplified it so much you just have to follow a handful of steps to fully install your PMax Script and get your insight spreadsheet report!

[Access our FREE PMax Script](#)