

****Start by clicking File and then making a copy.****

Black Friday Sale Planning Template

Brand Name:

1. Goal Setting

- **Overall Revenue Target:** \$ _____
 - **Units Sold Goal:** _____
 - **Customer Acquisition Goal:** _____
 - **Average Order Value (AOV) Target:** _____
 - **Return on Ad Spend (ROAS) Goal:** _____
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2. Offer Development

- **Main Offer:**
 - _____ (e.g., "25% off sitewide")
 - Start Date: _____ (e.g., Friday, Nov 24th)
 - End Date: _____ (e.g., Monday, Nov 27th)
 - **Special Promotions:**
 - _____ (e.g., "Buy 1 Get 1 Free on Select Products")
 - _____ (e.g., "Free Shipping on Orders Over \$50")
 - **Exclusive Early Access Offers:**
 - VIP List Offer: _____ (e.g., "Get 30% off for VIP customers, starting Nov 20th")
 - Email/SMS Subscribers Offer: _____ (e.g., "Exclusive 24-Hour Early Access to Black Friday Deals")
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3. Marketing Channels & Strategy

- **Email Marketing:**
 - Email 1 (Teaser): _____ (Date: _____)

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Conversion Engine

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- Email 2 (Early Access Launch): _____ (Date: _____)
 - Email 3 (Main Black Friday Campaign): _____ (Date: _____)
 - Email 4 (Last Chance Reminder): _____ (Date: _____)
 - **SMS Marketing:**
 - SMS 1 (Early Access for Subscribers): _____ (Date: _____)
 - SMS 2 (Black Friday Flash Sale Reminder): _____ (Date: _____)
 - **Meta (Facebook & Instagram) Ads:**
 - Ad Campaign 1 (Teaser Campaign): _____ (Start Date: _____)
 - Ad Campaign 2 (Main Black Friday Sale Campaign): _____ (Start Date: _____)
 - Ad Campaign 3 (Retargeting Campaign for Cart Abandonment): _____ (Start Date: _____)
 - **Influencer Collaborations:**
 - Influencer 1: _____ (Deliverables: _____, Posting Date: _____)
 - Influencer 2: _____ (Deliverables: _____, Posting Date: _____)
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4. Website Preparation

- **Homepage Banner:**
 - Black Friday Hero Banner Copy: _____
 - Image: _____
 - **Product Page Updates:**
 - Highlight Special Deals: _____
 - Add Countdown Timers: _____
 - **Checkout Page:**
 - Add Reminder for Limited-Time Offers: _____
 - **Load Testing & Speed Optimization:**
 - Ensure the site can handle increased traffic: _____
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5. Inventory & Fulfillment

- **Inventory Checks:**

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- Confirm stock levels for best-selling products: _____
 - **Fulfillment Planning:**
 - Confirm fulfillment center capacity: _____
 - Prepare for extended shipping deadlines: _____
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6. Customer Support Preparation

- **Customer Service Training:**
 - Brief team on Black Friday policies, return/exchange processes: _____
 - **Chatbots/Automated Assistance:**
 - Set up automated responses for FAQs: _____
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7. Post-Sale Strategy

- **Post-Black Friday Offer:**
 - Extend discounts for Cyber Monday: _____
 - Incentivize repeat purchases (e.g., discounts on future orders): _____
 - **Customer Retention Strategy:**
 - Email Marketing Campaign for Post-Purchase Follow-Up: _____
 - Set up Loyalty Programs or Refer-a-Friend Incentives: _____
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8. Success Tracking

- **KPIs to Track:**
 - Total Revenue: _____
 - Conversion Rate: _____
 - Cart Abandonment Rate: _____
 - Email Open Rates: _____
 - Ad Performance (e.g., ROAS, CTR): _____
- **Lessons Learned for Next Year:**
 - What worked: _____
 - What to improve: _____

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