



Black Friday Sale

checklist

Hello!



I'm Heather! As a Brand & Web Designer with 15 years of experience in the industry and a unique background in Fine Arts, I'm an expert at helping you create a one-of-a-kind brand and website.


I created this checklist to help you create a successful Black Friday sale for your website while having fun doing it! Let's get started.


Heather Jones

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Black Friday Sale

CHECKLIST

№	TO-DO	
1	Set Clear Goals: Define your Black Friday sale objectives. Decide if you want to increase bookings, attract new clients, clear your appointment calendar, or boost brand awareness.	
2	Choose Your Offers: Select the services or offers to be offered at a discount. Consider which services are most appealing to your target audience.	
3	Determine Discounts: Calculate discounts carefully to ensure they're attractive to clients and maintain profitability.	
4	Create a Marketing Plan: Develop a comprehensive marketing strategy. Plan email marketing, social media promotions, and content marketing. Create a schedule for your marketing efforts. Plan to start your sale a week BEFORE Black Friday.	
5	Build Hype: Generate anticipation with teaser content, countdowns, and sneak peeks. Keep your audience engaged and excited about your Black Friday deals.	
6	Email Campaigns: Plan engaging and personalized email campaigns. Inform and excite your clients and subscribers about the sale.	

№	TO-DO	
7	Promote on Social Media: Leverage social media for captivating graphics, videos, and stories. Use relevant hashtags to increase visibility and encourage user-generated content.	
8	Offer Exclusive Discounts: Reward loyal clients and newsletter subscribers with exclusive discounts or early access.	
9	Monitor and Adjust: Continuously monitor the sale's performance. Be prepared to make real-time adjustments based on data and client feedback.	
10	Post-Sale Engagement: Engage with clients who booked services during the sale. Gather feedback and encourage repeat business with follow-up offers or recommendations.	
11	Analysis and Reporting: Analyze your website's traffic data to identify any issues and optimize your website accordingly.	
12	Follow-Up Campaigns: Plan post-Black Friday marketing campaigns to keep the engagement going. Offer incentives for further bookings and engagement with your services.	



Let's Work Together

Your new website is calling...

If you've enjoyed this checklist and have been thinking about a new website for your business, let's connect! I offer Brand and Web Design Services for women entrepreneurs.

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