

The Black Friday Checklist

Black Friday has become marketing's version of peer pressure. Everyone's doing it, so you feel like you should, too. However, here's the uncomfortable truth: participating in Black Friday might be costing you more than it's worth. Here's our Black Friday Checklist to help you out:

4 weeks before:

- Confirm your offer and calculate actual profit margins
- Audit your inventory and fulfilment capacity
- Test your website under load (especially mobile)
- Brief your customer service team
- Create your content calendar
- Set up tracking for campaign performance
- Ensure mobile payment options (digital wallets) are working

2 weeks before:

- Schedule all marketing emails and social posts
- Prepare FAQs for your customer service team
- Set up additional payment processing if needed
- Create urgency elements (countdown timers, stock counters)
- Double-check all discount codes work
- Have a crisis management plan ready
- Test Buy Now, Pay Later integration if offering

Week of Black Friday:

- Monitor site performance in real-time
- Have someone on call for technical issues
- Track conversion rates and adjust if needed
- Engage with customer service in real-time
- Watch for any PR issues on social media
- Monitor mobile vs desktop performance separately

After Black Friday:

- Track returns and refund rates
- Calculate actual profit (not just revenue)
- Survey customers about their experience
- Analyse which products sold and why
- Review payment method preferences
- Plan your December strategy

Want more practical marketing frameworks without the overwhelm?

The Better Content Club offers training and community support for marketers who want to make informed, strategic decisions, rather than simply following trends.