

BLACK FRIDAY 2026

HOLIDAY SALES READINESS

A practical, week-by-week checklist for small and medium-sized businesses. Work ahead or follow along with the video series. Black Friday is Friday, November 27, 2026.

Business: _____

Campaign owner: _____

Primary goal: _____

Offer dates: _____

01 OFFER & GOALS

[Start here](#)

- ☐ Choose one primary holiday promotion and target audience
- ☐ Confirm margins and profitability after discounts and costs
- ☐ Check inventory or service capacity
- ☐ Set promotion start and end dates
- ☐ Choose a primary success metric

02 WEBSITE & TRACKING

[Week of Oct. 12](#)

- ☐ Test the full mobile purchase, booking, or inquiry experience
- ☐ Check pricing, promo codes, shipping, and checkout
- ☐ Make the offer easy to find from the homepage
- ☐ Review FAQ, policies, descriptions, and important pages
- ☐ Verify conversion and lead tracking

03 AUDIENCE & EMAIL / SMS

[Week of Oct. 19](#)

- ☐ Clean and segment your customer and subscriber lists
- ☐ Check signup forms and relevant email/SMS consent
- ☐ Plan VIP or early-access messaging
- ☐ Draft launch, reminder, and last-chance messages
- ☐ Identify past customers worth re-engaging

04 CREATIVE & LANDING PAGES

Week of Oct. 26

- ☐ Write a clear, consistent offer message
- ☐ Build or update the campaign landing page
- ☐ Prepare email and social media assets
- ☐ Create or record short promotional videos
- ☐ Write answers to common customer questions

05 PROMOTIONAL CALENDAR & ADS

Week of Nov. 2

- ☐ Map teaser, early access, launch, reminder, and final-day dates
- ☐ Set the advertising budget and channel priorities
- ☐ Schedule emails and organic posts
- ☐ Set up campaign tracking links and appropriate remarketing
- ☐ Assign an owner to each launch task

06 FULFILLMENT & CUSTOMER SERVICE

Week of Nov. 9

- ☐ Verify inventory, service availability, and staffing
- ☐ Confirm shipping, delivery, and appointment timelines
- ☐ Publish return, exchange, and cancellation policies
- ☐ Prepare support responses for common questions
- ☐ Make a contingency plan for unexpected demand

07 TEST & WARM UP

Week of Nov. 16

- ☐ Complete a mobile and desktop test order or inquiry
- ☐ Test offer codes, email links, and form confirmations
- ☐ Verify analytics and conversion events
- ☐ Double-check ad, post, and email destination links
- ☐ Brief the team and begin teasers or early access

08 LAUNCH & FOLLOW THROUGH

Week of Nov. 23

- ☐ Confirm launch timing and live promotional pricing
- ☐ Monitor sales, leads, site problems, and support requests
- ☐ Track ad spend and results against your main goal
- ☐ Send your planned reminders and close the offer on time
- ☐ Schedule December follow-ups and a campaign debrief

IMPORTANT DATES

Thanksgiving: Nov. 26 | Black Friday: Nov. 27 | Small Business Saturday: Nov. 28 | Cyber Monday: Nov. 30

Get the full explanations and weekly video assignments at MyMarketingAssistant.com.