

Black Friday Marketing Plan

Date: [Insert Date]

1. Executive Summary

This Black Friday Marketing Plan outlines our strategies, campaigns, and activities to maximize sales, increase brand awareness, and engage customers during the Black Friday period.

2. Objectives

- Increase online store sales by 40% compared to last Black Friday.
- Grow email subscriber list by 15% during the campaign.
- Boost website traffic by 50% week-over-week.
- Enhance social media engagement by 30%.

3. Target Audience

- Existing customers
- Subscribers & followers
- New visitors interested in deals
- Holiday shoppers

4. Key Messages

- Biggest deals of the year
- Limited time offers
- Exclusive discounts for subscribers
- Free shipping on Black Friday orders

5. Strategies & Tactics

- Email marketing campaigns (teasers, early access, reminders)
- Social media promotions and countdowns
- Website banners and pop-ups for Black Friday deals
- Influencer collaboration for reach
- Special bundles and flash sales

6. Timeline

Task	Start	End
Campaign Planning & Design	Oct 1	Oct 15
Asset Creation (Graphics, Copy)	Oct 10	Nov 5
Pre-launch Teasers	Nov 10	Nov 20
Main Campaign Launch	Nov 24	Nov 27
Post-campaign Follow-up	Nov 28	Dec 5

7. Budget

Item	Amount
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Email marketing tools	\$500
Ad spend (Social & Google)	\$2,500
Design assets	\$750
Influencer fees	\$1,000
Total	\$4,750

8. Measurement & KPIs

- Total sales during campaign
- Number of new email subscribers
- Social media reach & engagement rates
- Website traffic analytics
- Conversion rates

9. Roles & Responsibilities

- Marketing Manager â€” Oversee campaign execution
- Design Team â€” Create graphics and promotional assets
- Content Writer â€” Draft copy for emails and social posts
- Ad Specialist â€” Manage paid campaigns
- Customer Support â€” Handle inquiries & feedback

10. Approval

Approved by: _____

Date: _____