FISAGENCY

Black Friday and Cyber Monday marketing checklist

Brand: _____

Owner: _____

Each block matches a play on Black Friday and Cyber Monday marketing. Fill it once, then rerun before Cyber Week sends go out.

BFCM posture (one sentence) PLAY 1

- ☐ Our Cyber Week posture in one line:
- ☐ Shared with finance and support before 30 Oct: Yes / No
- ☐ WVD full-price buyers fenced from a deeper code: Yes / No

Thanksgiving (US) PLAY 2

- ☐ US audience only, or skip to Play 3: Yes / Skip
- ☐ Our dated Thanksgiving SKU is live with public price and cutoff:
- ☐ Our order-by date on the PDP and cart:
- ☐ Thank-you note scheduled before Cyber Week (no code): Yes / No

Inventory fence PLAY 3

- ☐ Our SKUs available for Cyber Week:
- ☐ We excluded wholesale and marketplace stock from our promise:
- ☐ We named our capsule or seconds lot (if our posture uses them):

Reference prices PLAY 4

- ☐ No inflated was prices on the storefront: Pass / Fix
- ☐ EU prior-lowest-price check done if you sell into the EU: Yes / N/A
- ☐ Our public price on every SKU in the Cyber Week email:

Non-discount offer PLAY 5

- ☐ Our offer type (bundle sum, named value add, or gift card with plain terms):
- ☐ Our terms and dates in one line:
- ☐ Our gift card bonus stated with dates (if we use one):

House list calendar PLAY 6

- ☐ Our Fri 27 Nov through Mon 30 Nov send plan (one line per day):
- ☐ Our suppression rules for proof-week and Thanksgiving buyers:
- ☐ Our CPM guardrail and pause rule for paid prospecting:

Claim check PLAY 7

- ☐ Banners and subject lines checked for Green Friday or offset language: Pass / Fix
- ☐ We have proof on file or we removed the line under EmpCo:
- ☐ Our support macros match the live offer:

Tuesday after Cyber Monday PLAY 8

- ☐ Thank-you page link in the Monday send: Yes / No
- ☐ Our Giving Tuesday (1 Dec) or Travel Tuesday decision:
- ☐ We named our Christmas hub handoff owner:

Our industry angle

- ☐ Our industry and the one angle we will use:
- ☐ Where it goes on our site or in our next send: