

THE 60-DAY BLACK FRIDAY + CYBER MONDAY PLAYBOOK



What your business should be
doing now — before everyone
starts screaming 40% OFF.



BLACK FRIDAY IS NOVEMBER 27. THE STRATEGY STARTS NOW

Holiday revenue is not created during Cyber Week. It is harvested during Cyber Week.

The work happens before it:
conversion, list growth, audience building, offer testing, creative testing, tracking,
email/SMS automation and retention planning.

The mistake: waiting until November to decide the offer and make graphics.

The strategy: build demand for 60 days, then scale what already works.

NOW THROUGH EARLY OCTOBER

Website/CRO: mobile speed, navigation, product/service pages, checkout, forms, cart, trust, reviews, shipping/returns. Offer economics: margin, inventory/capacity, hero offer, bundles, thresholds, gifts, VIP treatment. Owned channels: welcome, browse, cart, checkout, post-purchase, win-back and SMS flows. Data: Meta pixel/CAPI, Google conversions, GA4, CRM/POS revenue, Merchant Center/product feeds.

Rule: Nothing launches until the machine can convert and measure traffic.



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OCTOBER

Build the list before paid media gets more expensive. Run lead capture, early-access signup, creator seeding, gift-guide content, founder content, prospecting, retargeting pools and search-demand capture. Segment VIP, repeat, lapsed, high AOV, category affinity, new subscribers and prospects.



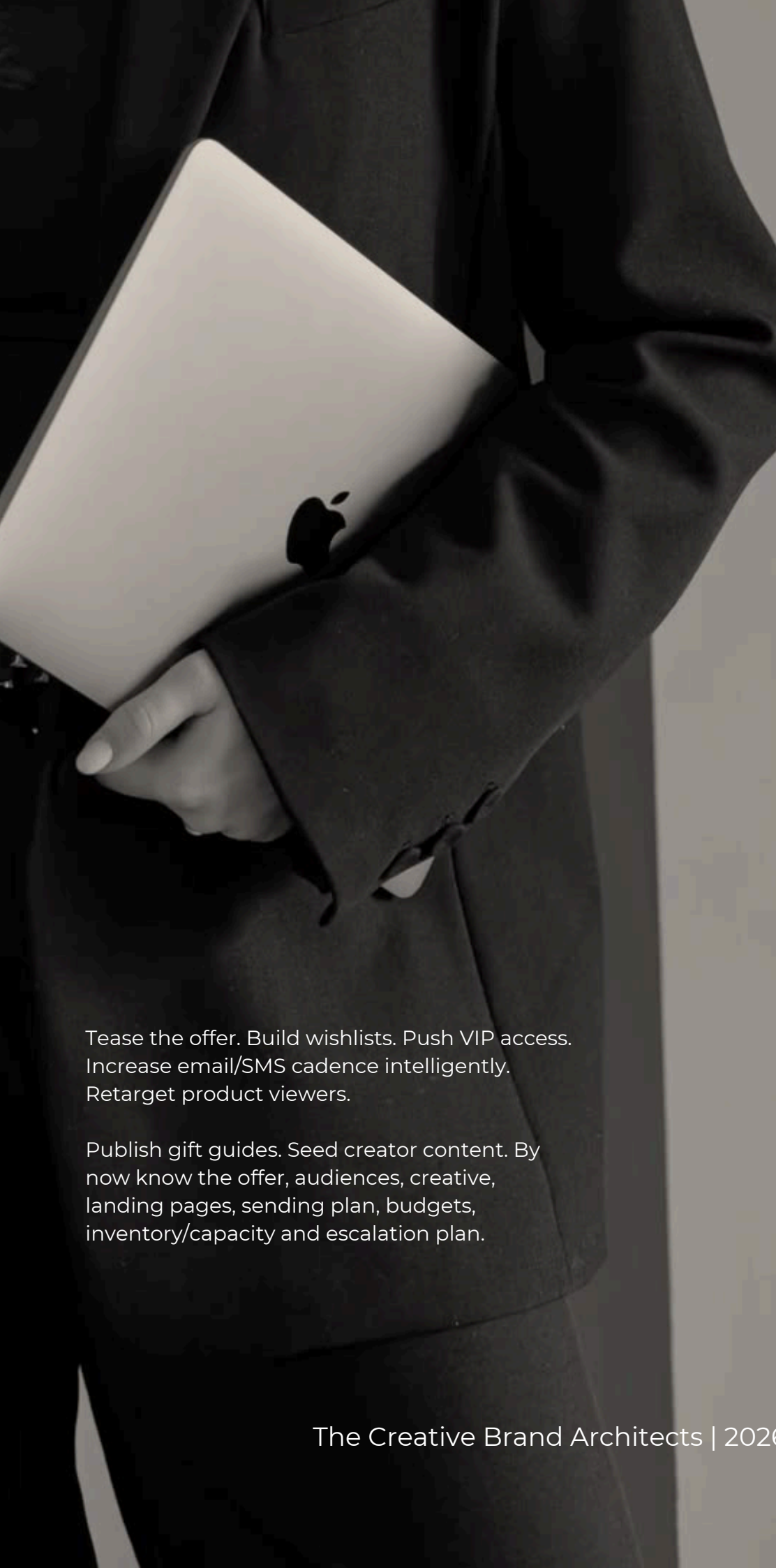
Goal

Enter November with warm audiences, not a cold ad account and a prayer



MID TO LATE OCTOBER

Test tiered spend-and-save, bundles, gift with purchase, early access, VIP exclusives, free-shipping thresholds, limited drops, bonus gift cards and selective discounts. Test price, scarcity, gifting, convenience, best seller, social proof, founder story and problem/solution. **Protect margin.**

A black and white photograph of a person in a dark suit holding a silver laptop. The person's hand is visible, gripping the bottom edge of the laptop. The Apple logo is clearly visible on the laptop's lid. The background is a plain, light-colored wall.

EARLY TO MID NOVEMBER

Tease the offer. Build wishlists. Push VIP access.
Increase email/SMS cadence intelligently.
Retarget product viewers.

Publish gift guides. Seed creator content. By
now know the offer, audiences, creative,
landing pages, sending plan, budgets,
inventory/capacity and escalation plan.

NOVEMBER 23-30

Scale proven creative and audiences. Monitor conversion, inventory, site health, checkout, customer service and profitability.

Treat Black Friday, weekend and Cyber Monday as separate performance moments.





THE SALE ENDED. THE CUSTOMER DIDN'T

Activate post-purchase, cross-sell, replenishment, review, referral and second-purchase flows. Use gift cards, shipping cutoffs, last-minute digital offers and January retention.



CHECKLIST

FOUNDATION: CRO; tracking; data; flows; economics.

DEMAND: list growth; paid audiences; creator/content; retargeting.

TEST: offer; creative; landing pages; segments.

EXECUTE: VIP; sends; paid scaling; inventory.

RETAIN: post-purchase; second purchase; review/referral; January.



DON'T WAIT UNTIL NOVEMBER TO FIND OUT WHAT'S BROKEN.

CBA builds the entire holiday growth system: strategy, website/CRO, paid media, email/SMS, content, creative and retention.

**BOOK A HOLIDAY GROWTH
STRATEGY CALL.**

BOOK NOW!

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