



Lynn Bardowski

Black Friday Blueprint

VIP MEMBER EXCLUSIVE

CREATE A BIZ PAGE EVENT TO GET FOUND

- Title: (Company Name) Black Friday Sale 2021
- Post teasers and encourage guests to invite friends. See page 3 for caption prompts.
- Funnel leads to your Group

SELL MORE WITH FB & IG STORIES

- Post sneak peaks
- Add poll and question stickers to encourage interaction
- Include a countdown sticker
- Add a link
- Stay top of mind

MAKE A REEL OR TIKTOK



- Use trending music to increase your reach
- Add stickers that include a hook. Example: Black Friday Sale Reveal
- Include a call-to-action: Link in bio or DM me to shop the sale
- Add relevant hashtags
- Share to your Story & include a link to your website

INCLUDE HASHTAGS

#preblackfriday #blackfridaysale
#smallbizsaturday #blackfriday2021
#blackfridaydeals #blackfridayshopping
#blackfridayweek #giftguide #cyberweek

- Don't use banned hashtags (on IG). Example: #happythanksgiving
- Only use relevant hashtags or you might reduce your reach. The best practice is 3 - 15 max.

STAY OUT OF MARKETPLACE

- Avoid "selling" verbiage including dollar signs, prices, and a list of sale products
- Add links in the comments vs. in the post. Say, "link in comments"
- Space words out. Example: F R E E
- Use emojis instead of text. Examples:  

COLLECT PRE- ORDERS

- Use Google Forms to create a pre-order form and submit orders when the sale goes LIVE
- Make it easy to shop by including your venmo name or paypal link



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BUNDLE IT

- Combine multiple offers to add more value. Example: combine products that qualify for free shipping or extra savings
- Focus on the total savings not the cost
- Sell multiples for gift giving

LEVERAGE TESTIMONIALS

- Share testimonials, reviews, or before and after photos
- Interview customers
- Screen shot positive comments and share them in FB and IG Stories (with the commentors approval)
- Make a "Here's what customers have to say about it..." post
- Highlight social proof with words like: best-selling product, top gift idea for women, customer favorite, 5 star reviews, etc...
- See page 3 for caption prompts.

CREATE FOMO BY REWARDING ACTION

These prize drawing examples might make this your best Black Friday ever:

- First 10 (or 25) to shop
- Sharing is caring (for collecting orders from friends and family)
- Shop by 6 AM
- \$100+ order bonus drawing
- Shop now, Book later (for customers who shop + book a Jan. party)

GO LIVE!

- Hook the audience by unboxing sale products LIVE!
- Stand out by inviting a customer or host to go LIVE with you
- Wear an ugly sweater and use visuals (Examples: gift bag, black friday sale sign, prize drawing sign)
- Show people how to use the product
- Ask viewers to invite friends to watch
- Share a gift giving tip or wrapping hack
- Include a call-to-action with shopping instructions
- Recap what you told them
- Share the replay link with your followers and email list



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20 BLACK FRIDAY CAPTION PROMPTS TO CAPTIVATE, CONNECT, AND CONVERT!



Facebook Jail Warning: Don't copy/paste. Add your own voice and personality.

1. We've got a top 5 customer favorite on our BF list! Can you guess what it is? A, B, C, D or E
2. Let's play a #blackfridaydeals guessing game! Here's a clue...
3. Here's why customers love it...Have you tried it yet?
4. Are you struggling with (problem)? Don't worry. I've got a solution and it's on special this weekend!
5. Wait. Want to see what's behind Door number 2?
6. Are you team f r e e ship or team cyber special?
7. I'm unboxing all the #cyberweek specials at (time) with some pretty exciting surprises. Who wants an invite to watch?
8. Comment "yes please" if you want to get a seat to my BF Reveal Party
9. Is it just me or do you double up on gifts so you can keep one for yourself?
10. What's in your cart this weekend?
11. Who are you shopping for?
12. OMG. Did you see what's on special?
13. Drop a GIF to describe your cyber weekend mood.
14. BF weekend shopping is like adding to your bank account. Amirite?
15. Has this been on your wish list but you've been waiting for a special? Yes, No, or It is now
16. #CyberWeekend goals: Shop in PJs. How about you?
17. This transformation is the reason it's an add to cart kind of day. Do you see the difference?
18. This is a top 3 customer favorite and it's a #blackfridaydeals right now. Want the deets?
19. Yay! #BlackFridayWeek is here. Comment "deals" if you want a sneak peek.
20. It's Black Friday but on a Tuesday. and Wednesday. and Thursday. Comment done if you've shopped (link in comments) for something extra special.