

# November 2019

## Black Friday Sales Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			30 Create your timeline of events including finding an image and color scheme for ads.	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 Design all your graphics for ads	16
17	18 Write & Schedule Email Campaigns Phase 1	19 Schedule all Social Media Post	20 Schedule Etsy Sales in Etsy app &/ or Facebook Event	21 Upload FB Biz Page Header Ad Phase 1 Email 1 Sent	22	23 Phase 1 Email 2 Sent
Phase 1 Sale Ends		PRE Black Friday Sale Dates 21-24th				
24 Phase 1 Email 3 Sent	25 Write & Schedule Email Campaigns Phase 2	26 Schedule all social media posts for Phase 2 Create FB Event	27 Phase 2 Email 1 Sent (Subject: Black Friday Sale)	28 Phase 2 Email 2 Sent (Subject: Sales Starts Tomorrow)	29 Phase 2 Email 3 Sent (Subject: On Sale Today ONLY)	30 Phase 2 Email 4 Sent (Subject: Sale is Extended)
						Black Friday Sale Dates 24-26th



Sale on your website or Etsy Shop Ends on Monday, Dec 2nd.