

BLACK FRIDAY

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BLACK FRIDAY SURVIVAL KIT

FOR MARKETERS



WARNING

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sellforte

PLAN AHEAD
TO WIN

Be ready to survive

For more information, please visit:
www.sellforte.com

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WARNING

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1.

EQUIPMENT



BLACK FRIDAY

LONG DAYS AND SHORT NIGHTS. BE PREPARED.



WATER & COFFEE



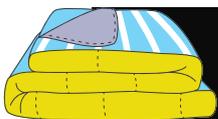
The optimal fluid intake level is 50 % water and **50 % coffee**. If you're the whiskey type, better to give that a miss for a few weeks. Your liver will thank you for it.



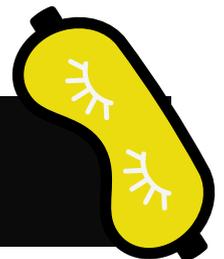
PAINKILLERS & VITAMINS



You can't afford any pain or discomfort during this wild time, so make sure you have the **necessary stock** handy at all times.



BLANKET & SLEEP MASK



You might not reach your bed every night during this season. Prepare to spend some nights at the office.



2.

PHYSICAL PREPARATION



IT'S JUST LIKE AN ULTRAMARATHON. NO PRESSURE.



NECK AND BACK



Here are [neck exercises used by NFL players](#). Worth trying. Continue with [7 upper back stretches](#) to get some flexibility back into you joints.



DAILY WALK



Studies have revealed that exercise relieves anxiety and depression and that just a [10-minute walk may be just as good as a 45-minute workout](#). Think about that.



DO YOGA



Yoga combines many popular stress-reducing techniques, including exercise and breath control. All aimed to clear the mind, and relax the body.



3.

MENTAL PREPARATION



DUST OFF THE BRAINFOG. CLEAR YOUR MIND.



LISTEN TO MUSIC



Studies have shown that music can alter your mood, fend off depression, improve blood flow, lower your cortisol levels and ease pain. Here are two playlists, [one to prepare](#), and one for the [GO TIME](#).



LONG RIDES & SHOWERS



They say **the best ideas come in the shower**, not during a workshop. Utilize your car and shower time to clear your head.



TALK TO A FRIEND



Discussing your problems, obstacles and potential solutions with a friend is a great way to reduce stress. Often we get so intertwined with our work that **we actually cause our own stress**.

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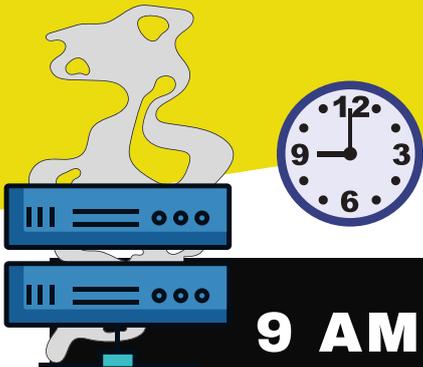
4.

BLACK FRIDAY GAME PLAN



BLACK FRIDAY

GAME FACE ON. LET'S GOOOOO!



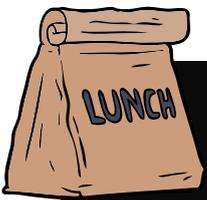
9 AM. SERVERS ARE DOWN

Well that went well. Your online store is down and the day has barely started. Dust yourself off, you've got this.



3 PM. MASSIVE DISCOUNTS

After you think you're gonna make it, you discover that there are multiple items live with **way too big of a discount**. Great.



6 PM. LUNCH TIME

After you feel the pain of a food delivery company's Black Friday rush, it's time to have your cold lunch at dinner time.



10 PM. NEVER AGAIN

You promise yourself you will never do another Black Friday campaign again. Until next year....

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5.

BRAND TESTAMENT TEMPLATE



BLACK FRIDAY

AFTER ALL IS SAID AND DONE.



THE LAST WILL AND TESTAMENT OF _____ (brand)

The brand known as _____ (brand name), hereby make, publish and declare this document to be the Last Will and Testament in case of fatal Black Friday discounts.

The premature death was due to:

- Brand depreciation due to too heavy Black Friday discounts
- Lost sales prior Black Friday, due to Black Friday
- Lost sales after Black Friday, due to Black Friday
- Total loss of consumer experience due to in-store fighting

The brand, _____ (brand name), will be handed over to upcoming marketers for resuscitation. All the best, and may you never have to experience Black Friday yourself.



Post analysis



And when the dust settles, not only do you need to deal with Cyber Monday, but you have to analyse campaign margins, distinguishing between what was Black Friday driven, versus always on.

Don't worry. We got you.



sellforte

[We're here to help. See how.](#)

**All the best.
You're gonna do great.**

BLACK FRIDAY