THE BLACK FRIDAY *playbook*

The Strategic Brand Owner's Guide to Black Friday

How to approach Black Friday with clarity, confidence and strategy.

By Kyllie Knight Consulting

The Panic, The Prep, The Pressure

It’s that time again — inboxes are filling up, ads are flying, and every paid media specialist is gearing up for their Super Bowl moment. I get it — it’s the season of “let’s smash our targets” and “biggest month of the year” energy.

But here’s the truth no one talks about:
For many product-based business owners, **Black Friday looks like success on paper** — but often the profits stay the same (or even drop).

That’s where strategy comes in.

Because participating in Black Friday is not just a sales decision — it’s a **brand move.** And how you approach it will shape how your audience perceives your brand long after the discounts are gone.

Let’s make sure that perception is intentional.

Should You Even Do Black Friday?

Black Friday isn't for everyone.
Think about it — you don't see **Chanel** or **Dior** joining the frenzy. And yet, for some brands, Black Friday is the perfect moment to achieve meaningful goals beyond just sales.

Ask yourself:

"Is this aligned with where I want my brand to go?"

If the answer is yes — amazing. Let's make it count.
If not — that's a strategic choice too. You can still build awareness and engagement **without** slashing your prices.

Define Your Core Goals

Before diving in, decide what success looks like for you.
Every Black Friday campaign should have **one primary goal** and **one secondary goal.**
Here are your options:

Goal Type	Why You'd Choose It
Revenue	You need a quick cash influx before year-end.
Clear Stock	You want to move old or seasonal stock fast.
Brand Awareness	You want your products in more hands to grow visibility.
Audience Data	You want more email signups or SMS numbers for future sales.
Engagement / Virality	You want your audience talking, sharing, and engaging.

Tip: *Choose one main goal + one secondary goal that naturally complements it.*

EXAMPLE:
Primary goal: Sales
Secondary goal: Audience data (offer the discount only to your email list)

Get Creative with Your Offer

This is where strategy meets imagination.
Your offer should make **business sense** — but also excite your audience.

A few ideas:

1. **Exclusive Access**: Offer discounts only to your email subscribers. Drives sales and grows your list.
2. **Sell-Out Challenge:** Create an irresistible “limited stock” drop that builds hype and drives urgency.
3. **Bundle & Save:** Package slow movers with bestsellers for smart stock clearance.
4. **Gift-With-Purchase:** Add value instead of lowering prices — a brand-safe alternative to discounts.

Remember: You can “do” Black Friday without shouting “BLACK FRIDAY” in all caps.
Make it **on brand** — not a generic sale.

Plan the Pathway to Conversion

So you’ve nailed your offer. Now it’s time to plan the journey from awareness to checkout.
Ask yourself:

- When will the offer go live?
- How long will it run for?
- How will I balance the build-up vs. the launch moment?

Two classic approaches:

1. The Slow Burn:
Run your offer for the month with a balanced content plan (not wall-to-wall “sale” posts).

2. The Surprise Drop:
Keep things quiet — build anticipation subtly. Then drop a surprise offer that drives impulse buys and excitement.

Either way, your **marketing ecosystem** (ads, content, email) should be cohesive, not chaotic.

Plan your flow:
Awareness → Anticipation → Conversion → Retention

Don't Forget the Brand

Please — don't let your brand lose itself in the chaos.
If your visual identity is soft pinks and neutrals, a black shopping cart graphic shouting "BLACK FRIDAY" is not the move.

Stay true to your tone, aesthetic, and values.
Want to call it **"Pink November"** or **"Golden Week"?** Do it.
Your audience will connect with you more deeply when your marketing feels authentic and aligned.

Your Next Step

Let's make this easy.
If you want a second pair of eyes (and a strategy brain) on your offer, I'm here for it.

Book a 1:1 Black Friday Consult
£199 / 60 minutes — includes offer ideation, strategy roadmap, and Telegram support.
Because the right plan could make you 100x that in sales.

Final Checklist: Before You Hit Publish

- ☐ I know my primary and secondary goals.
- ☐ My offer aligns with my brand values.
- ☐ I've planned timelines and content flow.
- ☐ I've mapped out my marketing ecosystem (ads, email, content).
- ☐ I'm confident this campaign builds both short-term sales and long-term brand equity.

Build strategy. Grow your brand. Sell with intention.

That's the kind of Black Friday energy we're here for.

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