

6 WEEKS OF TO-DOS, IDEAS, TIPS & AI HACKS LEADING UP TO BLACK FRIDAY

marburi

The Ultimate Black Friday Sales Playbook

November / 2025

THE ULTIMATE BLACK FRIDAY PLAYBOOK

How to Use This Playbook

1. Follow the daily plan. Each day has one task + one content idea.
2. Post consistently. Visibility builds anticipation — don't skip the content side.
3. Try the AI prompts. They'll help you brainstorm, write faster, and sell smarter.
4. Finish strong.

Whether this is your first Black Friday or your tenth, this Playbook will guide you from prep to launch to wrap-up.

November / 2025

Who We Are

We're Marby.ai — a veteran marketing team that has developed an AI-powered Marketing System designed to take the guesswork (and stress) out of content creation and online marketing. We believe every brand, from emerging to established, deserves simple, smart, and strategic marketing.

What We're Doing

This season, we've created the Black Friday Playbook — your day-by-day guide to preparing, promoting, and profiting from the biggest sales week of the year. With clear tasks, daily content ideas, and AI prompt boosters, you'll have everything you need in one place.

Why We're Doing It

Black Friday is overwhelming for entrepreneurs. Too many moving parts, too little time, and way too much noise. We built this Playbook to show you what's essential, cut out the confusion, and help you focus on what actually drives sales. Because when you win, your business grows — and that's what fuels us at Marby.ai.

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Tips for Success ✓

- Start early, tease often.
- Build a VIP list.
- Bundle, don't just discount.
- Keep the offer simple.
- Build urgency + scarcity.
- Post across multiple channels.
- Refresh for Cyber Monday.
- Track results for next year.

Pitfalls to Avoid ✗

- Confusing, overlapping offers.
- Over-discounting.
- Waiting until the last minute.
- Skipping mobile optimization.
- Overselling stock or capacity.
- Forgetting post-sale follow-up.
- Tech fails (untested checkout).
- Ignoring customer support.

Pro Tips ☀

- Use psychological pricing (\$97 vs \$100).
- Run tiered urgency (VIP → public → last chance).
- Share live social proof.
- Refresh Cyber Monday with a new bonus.
- Post-sale: nurture & upsell.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2
Share your brand story → why you started.	Highlight your hero product/service	Share a customer testimonial or review.	Post a value tip related to your niche.	Share a fun fact/statistic about your industry.	Post a behind-the-scenes of your prep.	Run a poll (e.g., “Which would you pick: X or Y?”).
3	4	5	6	7	8	9
Share a mini case study (before/after, result).	Bust a myth in your industry (carousel).	Share a quick win/tip your audience can use.	Post a sneak peek of something coming.	Share a personal founder moment (humanize brand).	Post your top 3 resources/tools.	Share a quote graphic tied to the holidays.
10	11	12	13	14	15	16
Share a countdown (10 days to go).	Post a customer spotlight story.	Share your “why” mission (big picture).	Post a this-or-that graphic (interactive).	Share a holiday-themed product photo.	Share a lesson learned in your business journey.	Share a tip list carousel (ex: “3 ways to prep for holiday shopping”).
17	18	19	20	21	22	23
Post a checklist graphic (“How to get ready for Black Friday”).	Share a story/reel of your prep (packing, designing, etc).	Share a testimonial focused on results.	Post a value-driven holiday tip.	Share an engagement post (ask a question).	Share a holiday mood photo/reel.	Tease your VIP early access.
24	25	26	27	28	29	30
Post your VIP early access launch.	Public launch post (bold graphic: “It’s here!”).	Share social proof / happy customer comment.	Gratitude post (Thanksgiving).	Black Friday blast post (all caps energy).	Reminder: “48 hours left!”.	“Last Chance” urgency post.
1	2	3	4	5	6	7
Main Cyber Monday post (fresh twist: bonus, surprise, or last-chance deal).	Thank-you post → celebrate your buyers publicly (“We’re so grateful for your support!”).	Share early results/wins → “Here’s what’s been flying off the shelves / most popular.”	Customer spotlight → share a testimonial, review, or user-generated content.	Post a holiday-themed upsell/cross-sell → “Perfect add-on for your purchase.”	Post → behind-the-scenes on how you’re planning for December.	Community post → ask your audience a question

OCTOBER / NOVEMBER
WEEK 1 - FOUNDATION

MONDAY / 27

☐

Define your Black Friday goal
(revenue, leads, or growth)

TUESDAY / 28

☐

Pick your hero offer
(discount, bundle, bonus, or
limited edition).

WEDNESDAY / 29

☐

Identify your target buyer
(who is this sale for?)

THURSDAY / 30

☐

Set revenue + unit targets

FRIDAY / 31

☐

Review Past Promotions

Experienced: **Review past promotions** (what worked, what didn't).

New: **Research 2–3 competitor offers** from last year. Note what caught your eye.

SATURDAY / 1

☐

Choose urgency triggers
(limited time, limited stock,
bonus add-on)

SUNDAY / 2

☐

Map your 3 key messages
(problem → solution → urgency)

AI PROMPT

Write Your Sales Copy

“Write a high-energy Black Friday email for my [product/service]. Highlight the pain point, introduce my irresistible offer, and end with a strong call-to-action. Keep it under 150 words.”

NOVEMBER

WEEK 2 - PREP YOUR ASSETS

MONDAY / 3



Create branded graphics.

- Experienced: **Refresh old graphics for this year.**
- New: **Start with 2–3 simple Canva templates in brand colors.**

TUESDAY / 4



Write landing page copy.

- Experienced: **Update last year's page with new offer.**
- New: **Build a simple one-page checkout or product highlight.**

WEDNESDAY / 5



Draft your first promo email.

- Experienced: **Segment past buyers vs. new leads.**
- New: **Write a simple intro email → “Something big is coming...”**

THURSDAY / 6



Write teaser social post.

- Experienced: **Share throwbacks/testimonials.**
- New: **Tease with curiosity → “Who loves a surprise?”**

FRIDAY / 7



Collect testimonials.

- Experienced: **Update with most recent success stories.**
- New: **Gather feedback from friends, beta users, or create authority posts.**

SATURDAY / 8



Create upsell/bundle offers.

- Experienced: **Repackage your best-sellers.**
- New: **Add a simple bonus (checklist, quick PDF, extra 15 mins of service).**

SUNDAY / 9



Add cart boosters (free shipping, bonus gift, “buy more, save more”).

AI PROMPT

Define Your Hero Offer

“You are a marketing strategist. Suggest 5 creative Black Friday offers for a [type of business], balancing profit and customer excitement. Prioritize bundles, bonuses, and urgency triggers over deep discounts.”

MONDAY / 10



Create branded graphics.

- Experienced: **Refresh old graphics for this year.**
- New: **Start with 2–3 simple Canva templates in brand colors.**

TUESDAY / 11



Write landing page copy.

- Experienced: **Update last year’s page with new offer.**
- New: **Build a simple one-page checkout or product highlight.**

WEDNESDAY / 12



Draft your first promo email.

- Experienced: **Segment past buyers vs. new leads.**
- New: **Write a simple intro email → “Something big is coming...”**

THURSDAY / 13



Write teaser social post.

- Experienced: **Share throwbacks/testimonials.**
- New: **Tease with curiosity → “Who loves a surprise?”**

FRIDAY / 14



Collect testimonials.

- Experienced: **Update with most recent success stories.**
- New: **Gather feedback from friends, beta users, or create authority posts.**

SATURDAY / 15



Create upsell/bundle offers.

- Experienced: **Repackage your best-sellers.**
- New: **Add a simple bonus (checklist, quick PDF, extra 15 mins of service).**

SUNDAY / 16



Add cart boosters (free shipping, bonus gift, “buy more, save more”).

AI PROMPT

Social Media Posts

“Create 3 Instagram captions promoting a Black Friday sale for [business type]. Each should use urgency, scarcity, or FOMO to drive clicks. Add suggested hashtags.”

NOVEMBER

WEEK 4 – PRE-LAUNCH WEEK

MONDAY / 17



Test checkout + site speed.

- Experienced: **Load test and backup systems.**
- New: **Place a test order yourself.**

TUESDAY / 18



Prep email campaigns (VIP, public, last chance).

- Experienced: **Add personalization or segments.**
- New: **Draft 3 simple emails (launch, reminder, last chance).**

WEDNESDAY / 19



Record/plan social proof assets.

- Experienced: **Prep video testimonials or client shout-outs.**
- New: **Record yourself sharing why you're excited about your offer.**

THURSDAY / 20



Share a value-first tip post (warm your audience).

FRIDAY / 21



Push VIP early-bird signup.

SATURDAY / 22



Behind-the-scenes teaser again.

SUNDAY / 23



Send “VIP Access Starts Tomorrow” teaser email.

AI PROMPT 

Bundle & Upsell Ideas

“Give me 5 upsell or bundle ideas for my [business type] that increase average cart value during Black Friday. Make them feel exclusive and limited-time.”

NOVEMBER

WEEK 5 - LAUNCH WEEK

MONDAY / 24



Launch **VIP Early Access**.

- Experienced: **Use segmented VIP-only link.**
- New: **Email your early signups first before public launch.**

TUESDAY / 25



Public launch begins.
Post everywhere.

WEDNESDAY / 26



Share social proof
(reviews, screenshots, behind-the-scenes sales coming in).

THURSDAY / 27



US THANKSGIVING
(light touch: gratitude post, no hard push).

FRIDAY / 28



Black Friday blast.
Share multiple posts + reminder email.



SATURDAY / 29



“48 hours left” push

SUNDAY / 30



Last Chance!” countdown.

AI PROMPT 

Last Chance Push

“Write a 50-word urgent reminder for my Black Friday sale with a countdown (‘only hours left’) to push final conversions.”

MONDAY / 3

☐

Cyber Monday Launch:

- Experienced: **Offer a fresh twist (different discount, bundle, or limited edition).**
- New: **Offer a “surprise bonus” with purchase to make it feel special.**

TUESDAY / 4

☐

Send thank-you email to all buyers.

WEDNESDAY / 5

☐

Share results/wins (social proof wrap-up).

THURSDAY / 6

☐

Ask buyers for testimonials.

FRIDAY / 7

☐

Upsell or cross-sell holiday product/service.

SATURDAY / 8

☐

Review analytics (open rates, conversion, revenue).

SUNDAY / 9

☐

Write down lessons learned for next year.

AI PROMPT

Customer Retention

“Draft a thank-you email for customers who bought during my Black Friday sale. Include gratitude, a small bonus resource, and a teaser for what’s coming next.”

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You've just worked through the Black Friday Playbook —

6 weeks of prep, planning, and promotion. Every task you've checked off, every post you've shared, has brought you closer to a stronger, more profitable sales season.

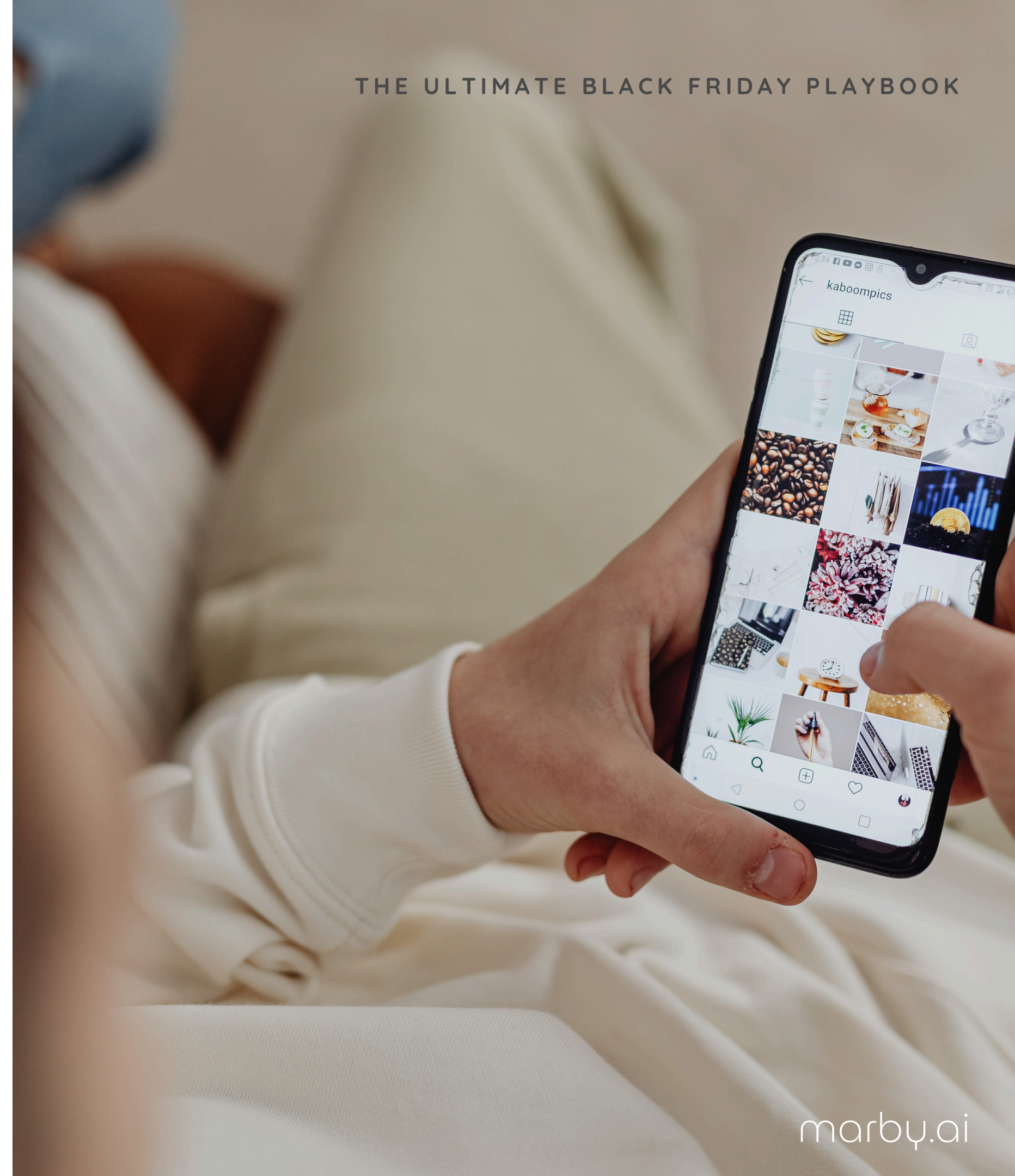
But here's the exciting part...

How Marby.ai Will Make This Easier

Everything you've done here manually — from brainstorming posts, writing captions, creating offers, and planning daily actions — will soon be done for you by Marby.ai.



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You are an amazing
human

✦ Imagine:

- A 365-Day AI Marketing Calendar that builds itself for your brand.
- Daily content prompts tuned to seasons, sales, and your unique voice.
- Automated help to create irresistible offers, holiday sales, and special promotions.
- One platform where marketing feels less like chaos — and more like clarity.

This Playbook is your practice run. Soon, Marby.ai will take over the heavy lifting, so you can focus on serving your customers, growing your business, and enjoying the results.

From Us to You

We wish you massive success with your Black Friday sales. May this season bring you more confidence, more customers, and more wins than ever before.

And remember — this is just the beginning. With Marby.ai by your side, marketing won't just be easier... it will be unstoppable.



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The Future of Marketing is Marby.ai