

# Black Friday Voucher Sale – 27<sup>th</sup> November 2020

## Campaign Checklist



Planned Sale Date(s):

Action	Pre-sale	Week prior to sale	During sale	Post-sale	Responsible	Complete
<b>Define Target Market</b>						
Existing mailing list						
Social media followers						
Social media ad targets						
<b>Theme</b>						
Establish theme/imagery/hook						
<b>Create Offers</b>						
Define packages						
Decide discounts						
Set up in One Tree/web page						
<b>Promotions</b>						
Create emails, ads, posts, including:						
Client newsletter						
Email campaign						
Social media organic posts						
Social media paid ads						
Business email signatures						
Website pop ups						
Off-line posters etc						
Schedule posts and emails						
<b>Administration</b>						
Inform/train staff						
Analyse results						

For further information or help, please contact [support@one-tree.net](mailto:support@one-tree.net) or call 01761 472911.