

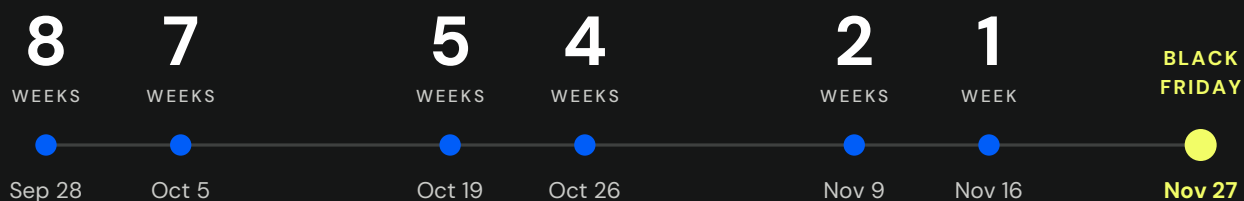
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THE 60-DAY *Black Friday Workback Calendar*

Holiday marketing has a firm deadline. This year, it's November 27. But not every decision needs to be made at the same time. This workback calendar breaks the work into stages so teams know what needs attention now and what can wait.



THE COUNTDOWN



8 WEEKS OUT

Week of Sep 28

1 OF 6

- ☐ Launch holiday content by September 28 so search has roughly 60 days to crawl, index, and rank it.

WITHINsight: After that date, update pages that already rank instead of creating new ones.

- ☐ Run final media and creative tests while there's still time to apply those learnings to your plans.

- ☐ Build seasonal audiences now, including past holiday purchasers, high-AOV customers, gift buyers, and current suppression lists.

WITHINsight: To find gift buyers, look for last year's purchases outside a customer's usual category or orders shipped to a different address.

7 WEEKS OUT

Week of Oct 5

2 OF 6

- ☐ Set your media budget plan by deciding what's committed upfront and what stays flexible to scale with performance.

- ☐ Lock affiliate and gift guide placements with partners that bring in new customers, then send them promo dates, priority products, codes, and creative.

WITHINsight: These placements can also influence which brands AI platforms recommend when shoppers ask for gift ideas.



5 WEEKS OUT

Week of Oct 19

3 OF 6

- ☐ Prep email and SMS programs by gradually increasing send volume while monitoring engagement, bounce rates, and spam complaints.
- ☐ Audit your creative assets for gaps across products, audiences, offers, and formats, and repurpose what you have before planning a new shoot.

4 WEEKS OUT

Week of Oct 26

4 OF 6

- ☐ Set budget adjustment triggers that define when you'll scale spend and when you'll pull it back.
WITHINsight: Judge cuts on efficiency and volume together. A campaign below your efficiency threshold may still be driving sales you need to hit your revenue goal.
- ☐ Lock your measurement plan, including net vs. total sales, which days count as Cyber Week, and which dates from last year you'll compare against.
- ☐ Finalize creator and influencer content, including whitelisting and partnership ad permissions, and create backup creative for anything still outstanding.



2 WEEKS OUT

Week of Nov 9

5 OF 6

- ☐ Build your coverage plan with morning, midday, and evening owners who can watch performance and approve changes.
- ☐ Prep ad campaigns by building shells, drafting copy, and uploading creative so late changes only require edits.
- ☐ Rehearse reporting by running through realistic scenarios to catch missing data, broken links, or confusing views.

1 WEEK OUT

Week of Nov 16

6 OF 6

- ☐ Review ad builds to make sure:
 - ☐ Destination URLs lead to the correct live page
 - ☐ Tracking parameters are correct and working
 - ☐ Offer copy matches across the ad, landing page, and product feed
 - ☐ Ad status is correct, so nothing launches early or stays paused
 - ☐ Scheduled creative and offer changes are set to go live as planned
- ☐ Ramp up ad spend gradually, in increases of around 20%, so delivery is stable before the biggest shopping days.

WITHINSight: The bigger your overall increase, the earlier you should start. Once you do, avoid major changes to targeting, bidding, or campaign structure.
- ☐ Confirm which email and SMS flows stay live so customers don't see conflicting offers, and set daily message limits.

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THE COUNTDOWN *to Black Friday*

Need help finalizing your holiday plan?

WITHIN helps brands manage holiday planning across media, creative, measurement, and campaign execution. [Reach out to talk through yours.](#)

