



Black Friday 2025 Small Business Checklist

Your step-by-step guide to win big - without slashing prices

1. Define Your Goal

- ☐ Decide your main goal:
 - ☐ Boost sales
 - ☐ Attract new customers
 - ☐ Increase traffic
 - ☐ Encourage repeat buyers
- ☐ Align all offers, posts, and emails to that goal

2. Prepare Your Website

- ☐ Test site speed and mobile performance
- ☐ Fix broken links & simplify checkout flow
- ☐ Add a Black Friday banner or countdown
- ☐ Ensure your site is mobile-optimized (79% of traffic!)
- ☐ No website? Build a landing page fast with Hocoos AI

3. Craft a Winning Offer

- ☐ Choose *value over discount*:
 - ☐ Gift with every order
 - ☐ Bundle ("Buy 2, Get 1 Free")
 - ☐ Limited edition product or early booking

- ☐ Add perceived value (exclusivity, convenience, emotion)
- ☐ Keep profit margins safe

4. Create a Dedicated Black Friday Page

- ☐ Add clear headline & short, benefit-based text
- ☐ Include countdown timer & urgency element
- ☐ One strong CTA (e.g., "Shop Now" / "Book Now")
- ☐ Show trust: reviews, testimonials, security badges
- ☐ Optimize for SEO & shareability

5. Plan Email & Social Campaigns

- ☐ 1 week before → Teaser ("Something big is coming...")
- ☐ 3-4 days before → Early-bird or sneak peek
- ☐ Black Friday → Live updates, limited-time push
- ☐ After → Thank-you + Cyber Monday or Holiday promo
- ☐ Encourage customers to tag & share your post

6. Double-Check Checkout & Payments

- ☐ Test entire buying flow (cart → payment → confirmation)
- ☐ Review refund/return terms
- ☐ Add quick FAQ for common questions
- ☐ Update shipping or delivery info

7. Capture Leads & Reviews

- ☐ Collect emails from non-buyers for December deals
- ☐ Request reviews after purchase
- ☐ Reward repeat buyers with loyalty or referral perks
- ☐ Note top 3 learnings for next year

🚫 Common Mistakes to Avoid

- ☐ Copying big-brand discounts → Focus on value instead
- ☐ Promoting too late → Start early November
- ☐ Ignoring mobile users → Test on phones & tablets
- ☐ Skipping analytics → Track visits, clicks, conversions

💡 Pro Tips

- ★ Offer something personal — that's what big brands can't.
- ★ Keep every message short, visual, and emotional.
- ★ Treat every buyer as a long-term relationship, not a one-day sale.