WIX BLACK FRIDAY STRATEGY CHECKLIST

☐ ### Product(s) \ bundle to sell
Choose what products will be a part of your promotion. For bundles, you want to include your most popular or high-demand items.

☐ ### Landing/Sales Page
You'll need a simple landing or sales page for your promotion. To get a sales/landing page already done for you CLICK HERE.

☐ ### Lead Magnet
Whether a free ebook, course, or guide, your lead magnet's purpose is to lead your audience to your Black Friday promotion. The easiest way to set this up is by adding a Wix subscribe form to the homepage of your site.

☐ ### Lightbox
Lightboxes are great ways to give a value add or bump up the offer. Once someone hits submit to grab your lead magnet, create a redirect to your lightbox which promotes your Black Friday offer and take them to your sales page (see flow chart below).

☐ ### Email Marketing Platform
To get started easily with email marketing In Wix, try Ascend. In your yearly Wix plan, you are given up to 3 emails you can use per month to send email campaigns.

☐ ### Email Nurture Sequence
An email nurture sequence is a series of emails that educates your subscribers on your services and offerings. A nurture sequence can be easily set up in Ascend but adding follow-up actions to your response email automation. The last email in your sequence directs your subscriber to your Black Friday promotion.
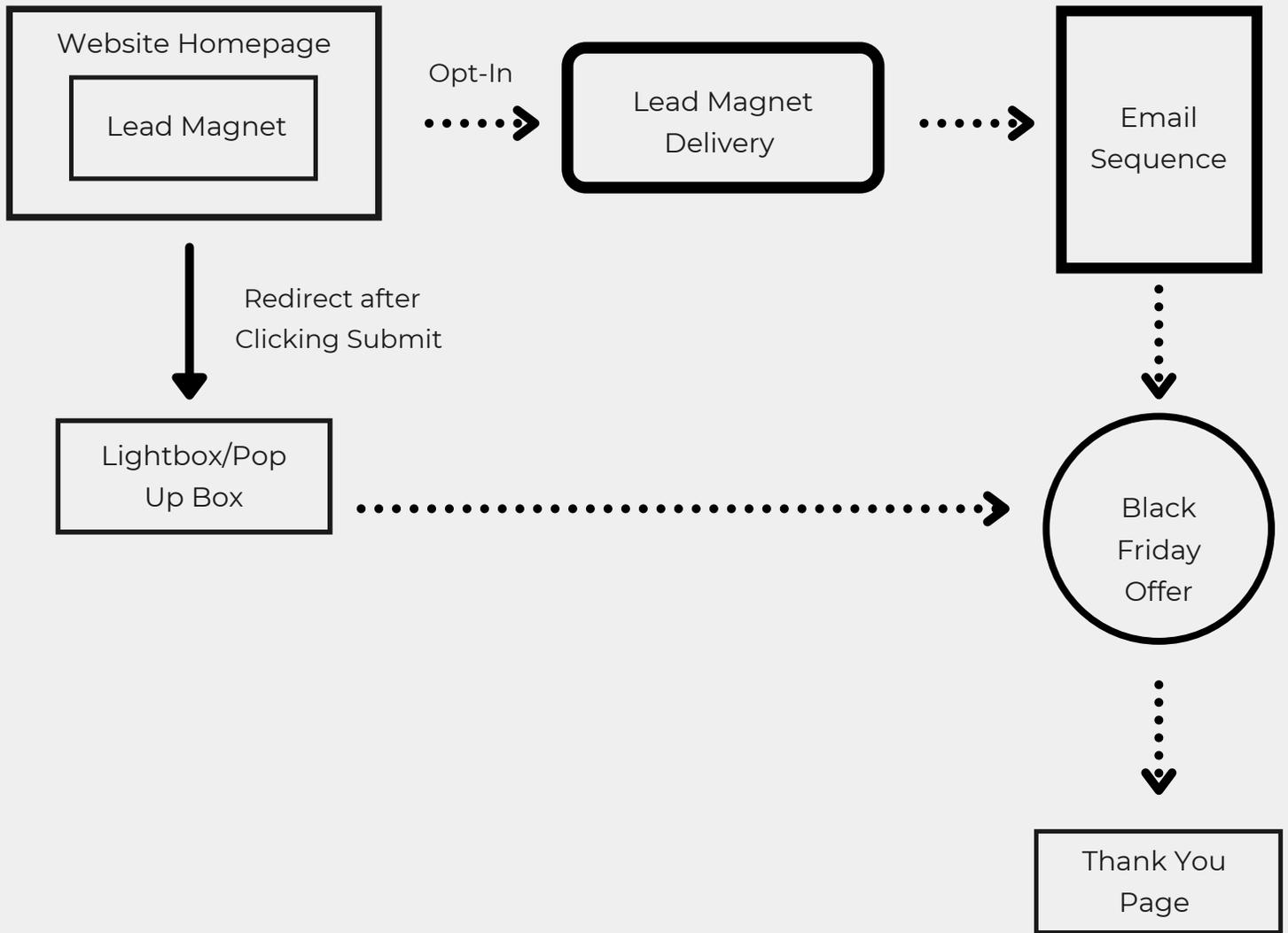
☐ ### Automation Software
With the influx of traffic and sales, you can expect on Black Friday it's important to have automation software in place. Now Is the perfect time to upgrade your ascend app from the free version to paid to get more automation features.

☐ ### Thank You Email
Once someone makes a purchase Its Importance to have an automated thank you email. In this email, you can share with them a discount code for them to come back and purchase again.

WIX BLACK FRIDAY STRATEGY FLOW CHART

Website Homepage

Lead Magnet

Opt-In →

Lead Magnet Delivery

→ **Email Sequence**

↓ Redirect after Clicking Submit

Lightbox/Pop Up Box ·····→ **Black Friday Offer**

Thank You Page

NEED A SALES PAGE DONE FOR YOU?

Grab this Black Friday Sales Page already done for you for just ~~$150~~ **$97** when you use coupon code "Dreamfriday".

This sales page is perfect for service-based businesses that are selling digital products for black Friday.

Sales Page Key Features:

- Responsive Design (mobile & tablet friendly)
- No Coding Necessary
- Easy Customization to fit your brand!
- Video Tutorial

BUY NOW