

Black Friday 2026, planned *backwards*



Black Friday is fixed. Every deadline runs backwards from Nov 27–30.

AUG



Supplier dates,
reorder math

SEP



Site speed,
waitlists on

OCT



Build + schedule
campaigns

EARLY NOV



Final checks, test
order

NOV 27–30



**Monitor, don't
build**

DEC



Fulfill, re-waitlist
sellouts

OUR 3PL PEAK CUTOFF

OUR SHIP-BY PROMISE

CAMPAIGNS OPEN → CLOSE



1 • Inventory and stockout plan — Aug

- ☐ Forecast: last BFCM by variant + waitlists
- ☐ Reorders confirmed against real dates
- ☐ Per product: preorder / alert / waitlist
- ☐ Preorder limits at capacity, per variant
- ☐ Notify Me on every out-of-stock page

2 • Store and checkout — Sep

- ☐ Mobile speed pass + compress images
- ☐ Test-buy on your own phone, end to end
- ☐ Guest checkout + express payments on
- ☐ Theme backed up; frozen from early Nov

3 • Marketing and campaigns — Oct

- ☐ Offers: early access, headline deal, bundles
- ☐ Email + SMS by segment, waitlisters first
- ☐ App stack installed before the freeze
- ☐ Every send scheduled with end dates

4 • Fulfillment and support — Early Nov

- ☐ 3PL peak cutoff in writing (fill in above)
- ☐ Ship-by promise on product pages
- ☐ Tracking linked from confirmation email
- ☐ Support macros; returns easy to find
- ☐ One test order through the whole chain

5 • Analytics and after — Nov 27 onward

- ☐ Dashboard: sales, conversion, source, stock
- ☐ UTM tags on every campaign link
- ☐ Review + retention flow planned for Dec
- ☐ Waitlists back on everything sold out

Notes
