

# PINK WEEKEND

## Game Plan

NOVEMBER 20TH

### MONDAY

- Change your FB Group Cover picture.
- Post in your group, announce your sale, or give a *save the date*, build excitement!
- Email your customers.

Bonus:

- Post in your stories and/or personal page.

NOVEMBER 23RD

### THURSDAY

- Post a 1 day countdown.
- Enjoy your day!



NOVEMBER 26TH

### SUNDAY

- Post a Sharing Sunday: Share what you love about your MK Biz, or share a It Just Fits video.



NOVEMBER 21ST

### TUESDAY

- Post a 3 day countdown.
- Text your customers.

NOVEMBER 24TH

### FRIDAY

- Post your deal in your group.
- Post in your stories and/or personal page, but be careful not to share exact discount.

#### DURING THE SALE

- Text/call customers who ordered and offer them a booking or swag deal.
- Package orders and arrange delivery.
- Send CDS orders, the sooner you place them the sooner your customers will receive their products.

#### AFTER THE SALE

- Post a thank you at the end of the sale

NOVEMBER 27TH

### MONDAY

- Post your Cyber Monday promo.
- Reach out to customers who didn't order yet and offer them a Cyber Monday promo.



NOVEMBER 22ND

### WEDNESDAY

- Post a 2 day countdown.
- Call VIP customers.

Bonus:

- Post in your stories and/or personal page.

NOVEMBER 25TH

### SATURDAY

- Post your Small Biz Saturday promo.
- Reach out to customers who didn't order during Black Friday and offer them a Small Biz Saturday promo.



## Tips:

Schedule your posts ahead of time, so all you need to do next week is engage with comments.

#### On your website:

Turn OFF EZ Ship  
Turn OFF Guest Checkout  
Set your Free Shipping Level