

Black Friday campaign calendar

US ecommerce | Planning worksheet | XnMark

Set your launch dates after checking stock and shipment capacity.

Prepare

Select products; approve costs, contribution and available stock.

Date: _____ Owner: _____ Evidence: _____

Build

Align offers, exclusions and shipment promises across all channels.

Date: _____ Owner: _____ Evidence: _____

Test

Check mobile checkout, payment, inventory and order communications.

Date: _____ Owner: _____ Evidence: _____

Launch

Approve campaign access, suppression controls and escalation owners.

Date: _____ Owner: _____ Evidence: _____

Monitor

Review contribution, availability, dispatch performance and complaints.

Date: _____ Owner: _____ Evidence: _____

Follow up

Resolve delivery issues; record refunds; review the post-purchase journey.

Date: _____ Owner: _____ Evidence: _____

This is a suggested planning sequence, not a holiday sales forecast.

Keep pricing truthful and shipment promises supported. Review applicable state rules.

Sources: FTC advertising, shipment and CAN-SPAM business guidance; checked 12 Oct 2026.

Full references: xnmark.com/insights-black-friday-small-business-us-2026/