

01 / SCHEDULE

Your 14-day campaign calendar

November 17-30, 2026. Black Friday: November 27. Cyber Monday: November 30. Complete offer and inventory preparation before November 17.

NOVEMBER	TASK	REVIEW
17 Tue	Preview page	Check products, dates, terms, and delivery
18 Wed	Collection introduction	Link to the correct product variants
19 Thu	Room or fit guide	Verify dimensions and material claims
20 Fri	Creative review	Preview ads and emails on mobile
21 Sat	Product in context	Review generated imagery for accuracy
22 Sun	Buyer question	Explain delivery, assembly, or returns
23 Mon	Preview email	Check subscriber preferences
24 Tue	Stock and links	Remove unavailable promoted products
25 Wed	Readiness sign-off	Confirm prices, budgets, staffing, time zone
26 Thu	Quiet readiness check	Check schedules and store hours
27 Fri	Black Friday launch	Test landing page and checkout
28 Sat	Review and repair	Resolve buyer friction before more spend
29 Sun	Prepare final reminder	Check recipient relevance and exclusions
30 Mon	Cyber Monday close	End expired offers and ads on time

A task calendar, not a daily email schedule. Adapt message frequency to your audience and capacity. State the time zone beside every customer-facing deadline.

Dates: timeanddate.com/holidays/us/black-friday and [/cyber-monday](https://timeanddate.com/holidays/us/cyber-monday). Planning guidance by Furn, reviewed September 27, 2026.

02 / OFFER + CREATIVE

Make one clear offer

Complete this brief before designing assets. Examples are planning prompts, not verified product claims or suggested discounts.

Collection / eligible products / campaign owner

Approved benefit / exclusions / margin limit

Start and end date + time zone / stock and delivery check

Landing page / campaign tags / measured conversion

Three creative directions

PRODUCT	CREATIVE	COPY TO ADAPT
Sofa	Product view, then accurate room context	A new setting for everyday living. Explore [collection] and [approved offer].
Dining table	Tabletop detail and verified dimensions	Find the right fit for your dining room. Compare [collection] sizes.
Accent chair	Clean photo plus a reviewed room scene	Make room for a favorite corner. See [chair], finishes, and delivery options.

Keep the offer and destination consistent when comparing creative. Use actual product images to verify generated shapes, materials, and proportions.

03 / EMAIL COPY

Three emails to adapt

Replace every bracketed field with approved details. Send only to eligible subscribers. These examples have not been sent.

PREVIEW / NOVEMBER 23

Subject: Your first look at [collection] for Black Friday

Planning a room refresh? Take a look at [collection] before our offer starts on [date and time zone]. Compare dimensions, finishes, and delivery estimates now so you can choose with confidence.

Button: Preview the collection

LAUNCH / NOVEMBER 27

Subject: [Approved offer] on [collection] starts today

Our Black Friday offer is live: [exact benefit] on [eligible products], through [deadline and time zone]. See current stock and delivery estimates on each product page.

Button: Shop the collection

Terms: [exclusions and conditions]

FINAL REMINDER / NOVEMBER 30

Subject: [Collection offer] ends today at [time and time zone]

Still comparing your options? Our [approved offer] ends at [deadline]. Check dimensions, delivery availability, and full terms before you order. Need help choosing? [Contact option].

Button: View eligible products

Use deadline language only when the offer truly ends. Check every destination, exclusion, and price in the final mobile preview.

04 / RESULTS + DECISIONS

Record what actually happened

Define the conversion before launch. Review results after your normal sales and return windows. Use blank fields for unavailable data, not invented zeros.

Campaign / date range / qualified conversion definition

MEASURE	EMAIL	PAID SOCIAL	YOUTUBE	OTHER
Spend				
Sessions				
Purchases				
Net sales				
Cancellations / returns				
Qualified enquiries				

Interpret the result

Record costs consistently. Consider product cost, discount, fulfillment, advertising, and returns when evaluating contribution. Platform-attributed sales may overlap, so do not simply add them across channels.

What worked / what remains uncertain

What to repeat / change / stop next time

Next resources: furncmo.com/blog/furniture-facebook-meta-ads-strategy and furncmo.com/blog/ai-furniture-before-after