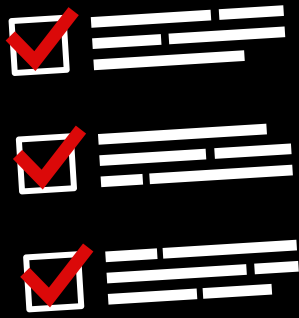


## CHECKLIST



# BLACK FRIDAY

EMAIL  
MARKETING

- Start on Time and Take Advantage of the Whole Week of Black Friday
- Expand Your Contact List
- Optimize Your Contact Lists
- Filter Your List By Segment
- Create an Email Template for Black Friday
- Make the Template Responsive and Test it on All Devices
- Write an Email Subject Line That Stands Out
- Prepare Original and Tailored Content
- Enrich Your Newsletter with Dynamic Email Content
- Take Advantage of FOMO
- Watch Sending and Interaction Statistics and Adjust Your Campaign According to the Results