Cyber Monday Campaign Checklist for SaaS and Startups

Dramatically boost sales, members and revenue overnight. This is a simple, step-by-step process for running a Cyber Monday campaign that will boost sales overnight.

- [ ] Pick your Cyber Monday big discount
  - [ ] Idea 1: 20-40% off per month for the life of the account
  - [ ] Idea 2: 20-40% off per month for an entire year
  - [ ] Idea 3: Double or triple the trial length
- [ ] Prepare your email list
  - [ ] Segment and prepare your list with past or cancelled members
  - [ ] Segment and prepare your list with anyone who is on trial now
  - [ ] Note: Avoid sending this deal to current paying members
- [ ] Set up your discount landing page, links, and coupon codes
- [ ] Setup tracking or UTM links for your emails so you can measure your success
- [ ] Alert your team, especially support!
- [ ] Schedule your campaign emails (3-4 recommended)
  - [ ] Email 1: (3-4 days prior) "Cyber Monday is Coming Up!"
  - [ ] Email 2: Cyber Monday Morning - "Happy Cyber Monday! - 40% off Today Only!"
  - [ ] Email 3: Cyber Monday Afternoon - "Last Chance Cyber Monday Ends at Midnight"
  - [ ] Email 4: (Tuesday morning) "We're Extending Cyber Monday by an Extra Day!"
- [ ] Track your success in your analytics tools

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