

P/INKFR/DAY

PROMOTION

IDEAS

Get ready for Pink Friday
using this checklist!

SUPPORTSMALLFIRST

Local Visibility: Be Seen Everywhere

- Window + Doorway POP: Hang your Pink Friday poster or window cling so passersby know you're part of the movement.
- Countertop Flyers: Slip one into every bag from now until event day.
- Dressing Room Reminders: QR code to your event page taped to mirrors.
- Community Boards: Coffee shops, gyms, yoga studios, markets, community centers.
- Schools + Teacher Lounges: Encourage staff to shop after school.
- Church/Women's Groups: Add to bulletins or event announcements.
- Charity Tie-In Posters: Drop flyers at local nonprofit offices; tell them you'll donate a % of sales.
- Event Calendars: Submit to local newspapers, magazines, radio/TV, and Chamber listings.

Press & Media Outreach (Ready-to-Use!)

- Use your Pink Friday Press Release Templates (we've given you 3 versions + a reminder email) to pitch your event to:
 - Local newspapers
 - TV morning shows
 - Radio hosts
 - Local bloggers + influencers
- Add your own personal story — why your business matters to your community.
- Invite them for a "sneak peek" before Pink Friday so they can cover you early.

Social Media Momentum

- Countdown Posts: "10 Days to Pink Friday" with daily product/event teasers.
- Event Cross-Posting: Share The Boutique Hub's Pink Friday event AND your own FB event.
- Reels/TikToks:
 - "Unboxing Pink" (products you'll feature).
 - "3 Pink Friday Must-Haves Under \$30."
- Story Highlights: Start a "Pink Friday" highlight now and add daily updates.
- Live Shopping: Short themed lives leading up to event day.
- Giveaways: Partner with a "Boutique Bestie" for a Shop Small Giveaway Bundle.

In-Store Event Magic

- Pink Power Welcome: Pink carpet at the door, pink lemonade + treats.
- The Pink Tree: Customers pull a ribbon/ornament for a surprise discount.
- Mini Fashion Show: Holiday outfits + gift ideas every hour.
- DIY Gift Bar: Customers build their own gift basket from your merchandise.
- Charity Station: Donation bins for toys, food, or coats — bonus for shoppers who contribute.

Online Store Boosters

- Pink Landing Page: Feature your offers, charity tie-in, and shipping deadlines.
- Live Cross-Promos: Go live with other boutiques, makers, or influencers.
- Gift Card Bonus: Buy a \$50 gift card, get \$10 bonus for later.
- Trivia + Games: “All Things Pink” trivia for store credit or free shipping.
- Charity Tie-In: Donate \$1 per order to Heart on Main Street (or local cause).

Digital & Tech Prep: Make Sure You’re Ready for the Clicks

Website Readiness: (not sure how to do this - book a Discovery Call [here](#))

- Test your site on both desktop and mobile (slow load times = lost sales).
- Make sure your Pink Friday offer is front and center on your homepage.
- Double-check all product links, images, and checkout buttons are working.

Pixel Tracking:

- Install and check your Facebook Pixel and/or TikTok Pixel so you can retarget shoppers who visit your site before/during the event.
- Make sure Google Analytics (GA4) is connected to track traffic and sales sources.

Email Marketing:

- Schedule your Pink Friday teaser emails now — don’t wait until the day before.
- Have at least one “Day Of” email ready to go that’s short, visual, and has a big “Shop Now” button.

SMS Marketing:

- If you have an SMS list, send a short, direct Pink Friday text an hour before your event starts.
- Example: “🎀 It’s here! Pink Friday starts NOW! Shop small + get your holiday must-haves first ➡️ [link]”

Social Media Shopping Tools:

- Tag your products on Instagram and Facebook for shoppable posts and stories.
- Create a Pink Friday product collection on your website and link it directly in bio.

Live Shopping Set-Up:

- Test your lighting, audio, and internet connection the day before.
- Have your products organized in the order you’ll show them.

Collaboration Gold

- Other Retailers: Create a “Shop Small Passport” with prizes for completed visits.
- Restaurants/Cafés: Offer a “Shop + Sip” or “Shop + Dine” promo.
- Local Makers: Host pop-up booths in your space.
- Service Businesses: Hair salons, gyms, and spas can promote your event in their newsletters.

Make it Easy to Find You

- Add your store to the #SupportSmallFirst nationwide map (done automatically when you sign up).
- Share your Hub-supplied media kit: graphics, captions, flyers, and press releases are ready for you. (If you are a Hub member- access your Vista Print Discount)
- Post a “Plan Your Pink Friday” graphic with a map of local participating stores.

Remember — You’re Part of Something Bigger

When you sign up for Pink Friday, you’re not just running an event — you’re joining thousands of other retailers across the U.S. and Canada working together to shift holiday shopping habits away from big box and toward small business first.

This year, for every retailer who signs up, The Boutique Hub will donate \$1 to Heart on Main Street, benefiting small businesses affected by the Texas Hill Country floods.

Last year, over 5,000 stores participated in all 50 states — this year, we’re aiming for 10,000+, and we want YOUR store to be part of that record-breaking impact.

To see the participating retailers, click here: <https://pinkfridayweekend.com>

The Boutique Hub®

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