

■ FREE CHECKLIST • BLACK FRIDAY, CYBER MONDAY & Q1 • 2026

Cyber Week & Q1 Checklist

For growing Amazon brands running Black Friday, Cyber Monday and Q1 on their own: **what's still open, what to check, and by when.**

BLACK FRIDAY

Nov 27

Friday

CYBER MONDAY

Nov 30

Monday

PEAK FBA FEE

+\$0.32

About, per unit
Oct 15, 2026 – Jan 14, 2027

Where Amazon's calendar stands

U.S. marketplace • Q4 2026

CLOSED	BFCM deals	Best Deals, Lightning Deals and Prime Exclusive Discounts	Oct 20
CLOSED	FBA inbound for BFCM	Missed it? Ship now and aim to be checked in by Nov 6	AWD Oct 14 FBA Oct 21 & 28
OPEN	PPC	Sponsored Products, Sponsored Brands and Sponsored Display	Nov – Dec
OPEN	Coupons	Standard coupons, without the event badge	Nov – Dec
OPEN	Listings & A+	Changes index in 24–48 h; ranking moves in 2–4 weeks	Before Nov 15

Cut-off dates come from Amazon's published Q4 2026 calendar for the U.S. Dates can change, so confirm them in Seller Central.

■ DATE BY DATE

Your road to Black Friday and Cyber Monday.

Black Friday is won weeks before the day. Tick each box as you go: red dates are deadlines.

- BY
Nov 6

○ **Inventory checked in**

 - ☐ List your top SKUs and the units each one needs from Black Friday through Cyber Monday, **plus a buffer**.
 - ☐ Missed Amazon's BFCM inbound dates (AWD Oct 14, FBA Oct 21 & 28)? **Ship now**, before check-in times stretch.
 - ☐ Add the peak FBA fee (about **+\$0.32 per unit**, Oct 15 – Jan 14) to your margin on each SKU.
- BY
Nov 13

○ **Deals & coupons live**

 - ☐ Deal submissions closed Oct 20. Have one scheduled? **Confirm its dates and the stock behind it**.
 - ☐ No deal? **Coupons are still open** (standard, without the event badge). Put them on SKUs with stock and margin to spare.
- BY
Nov 15

○ **Listings & A+ ready**

 - ☐ Refresh titles, images, bullets and A+ on **every SKU you'll promote**.
 - ☐ Changes index in 24–48 h, but **ranking takes 2–4 weeks to move**. Start now.
- BY
Nov 20

○ **PPC ramps up**

 - ☐ **Raise budgets and bids** for Black Friday week on deal and coupon SKUs.
 - ☐ Set daily budgets that last until midnight, **not just until noon**.
- FROM
Nov 27
to Nov 30

○ **Black Friday → Cyber Monday**

 - ☐ Check PPC budgets **every hour** so campaigns never run dry.
 - ☐ Check stock and **the Buy Box** on your top SKUs every day.
- FROM
Dec 1

○ **December & Q1**

 - ☐ PPC and coupons stay open in December: **keep them on for holiday sales**.
 - ☐ Turn new buyers into **repeat buyers** with Subscribe & Save and retargeting.
 - ☐ The peak FBA fee runs **until Jan 14, 2027**: keep it in your margin into Q1.

■ WHAT BREAKS ON BLACK FRIDAY

Four ways brands lose Black Friday on Amazon.

01

Stockouts before Cyber Monday

You sell out on Friday and miss the biggest weekend of the year.

WHAT TO CHECK

- ☐ Units per SKU cover Black Friday through Cyber Monday, with a buffer.
- ☐ Stock checked in at FBA by Nov 6.

02

Ad budgets maxed by noon

Campaigns hit their daily cap mid-morning, and competitors take the rest of the day.

WHAT TO CHECK

- ☐ Budgets and bids raised for Black Friday week by Nov 20.
- ☐ Someone checks budgets every hour, Nov 27 – 30.

03

Resellers take the Buy Box

Peak traffic is when unauthorized sellers undercut you hardest.

WHAT TO CHECK

- ☐ You know who else sells on your top listings, and at what price.
- ☐ Brand Registry is active, so you can report violations before the peak.

04

Deal traffic that doesn't buy

Deals send shoppers to listings that don't close the sale.

WHAT TO CHECK

- ☐ Images, bullets and A+ refreshed on every promoted SKU by Nov 15.
- ☐ Price after the coupon still leaves margin, peak FBA fee included.

■ FREE • 30 MINUTES • ENGLISH OR SPANISH

Want a tailor-made Black Friday plan?

A NiBell Senior Brand Manager researches your brand first, so you leave with a plan built on proven systems.

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