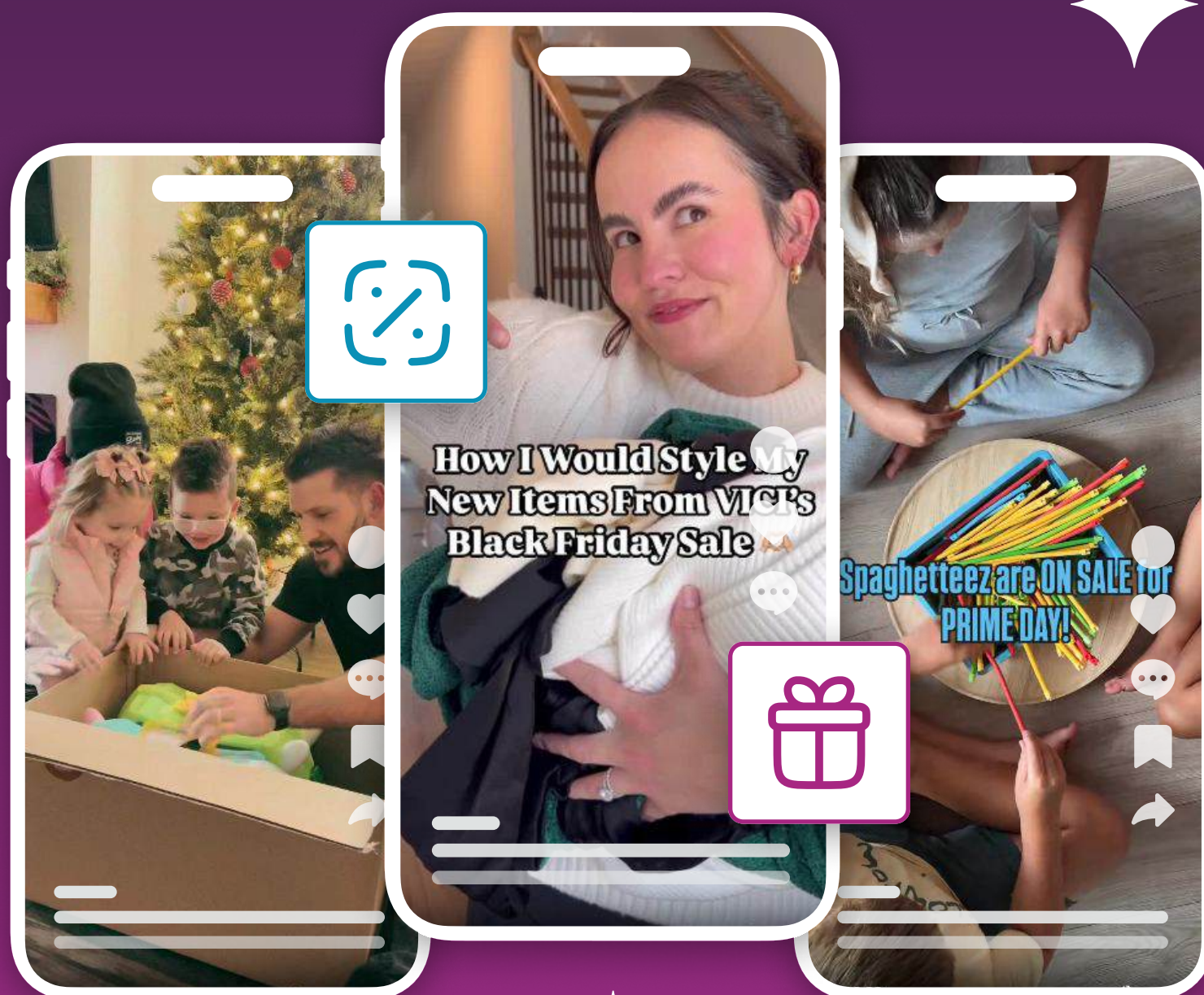


Q4 EBOOK

The Ultimate Black Friday Cyber Monday Organic + Paid Social Ads Planner

(2025 EDITION)



Marketing trends and best practices for DTC brands

Table of Contents

Introduction	3
BFCM + Q5 Timeline	3
What’s Different in 2025	4
Your Campaign Timeline	6
Organic Strategies	7
#1 Product Seeding	9
#2 Influencer Posts	11
#3 Go live & build communities	12
#4 Measure and rebook winners	13
Paid Social Strategies	15
#1 Modular UGC (aka raw footage)	16
#2 Creative Testing	18
#3 Keep evergreen ads active	19
#4 Meta Partnership Ads & TikTok Spark Ads	20
Conclusion	23

Introduction

Black Friday and Cyber Monday used to be a weekend sprint. Now, it's a two-month marathon that can make or break your Q5 results. The smartest brands don't just plan discounts; they build systems that connect organic storytelling, creator partnerships, and paid performance into one seamless strategy.

In 2025, competition is sharper, costs are higher, and shoppers are savvier than ever. They expect personalized deals, fast shipping, and social proof before making a purchase. That means your content, creators, and campaigns need to work together effectively and efficiently from the start.

This eBook was created to help eCommerce marketers like you plan, test, and execute a winning approach across both organic and paid social media.

Inside, you'll get a clear campaign timeline, actionable strategies, and creative insights to keep your ads performing from September through January.

No fluff. No guesswork. Just a roadmap to help your brand own BFCM, ride the Q5 momentum, and start the new year with stronger revenue and retention.

BFCM + Q5 Timeline

What used to be a few days of flash sales has evolved into a multi-week stretch of deals, urgency, and social buzz that can make up as much as a third of your annual revenue.

Consumers plan for it months in advance, brands spend the entire year preparing for it, and social platforms are flooded with offers competing for every second of attention.

Then comes Q5, the secret “fifth quarter.” It kicks off right after Cyber Monday and runs through January. It’s when shoppers are redeeming gift cards, returning items, and treating themselves with post-holiday motivation. This is when you can shift focus from acquisition to retention.

Those who bought from you during BFCM are now primed to buy again if you keep them engaged.

Together, BFCM and Q5 represent a high-stakes window where your brand can grow faster than at any other time of the year.

What’s Different in 2025

Every year, marketers say, “This BFCM feels different.” And they’re right because consumer behavior, technology, and the economy have been evolving fast. The 2025 season will be no exception.

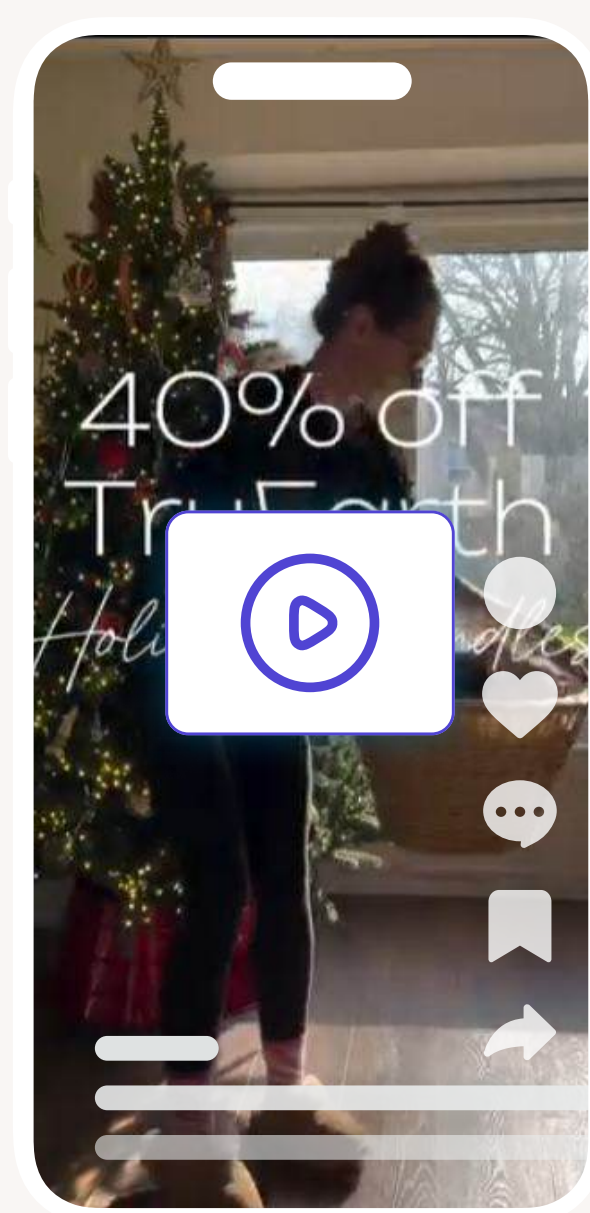
This year, shoppers are more cautious but just as eager to spend. Inflation and tariffs continue to shape pricing strategies, prompting brands to reassess how they deliver value without compromising their margins.

It’s not just about the biggest discount anymore; it’s about the smartest one.

Think bundles, gifts-with-purchase, and flexible payment options that protect your bottom line while still being generous to customers.

Promotions are also starting earlier. Holiday messaging is creeping into October, giving brands more time to build anticipation, but also raising the bar for creativity and consistency. If you're waiting until November to launch, you're already behind.

Social commerce is another major shift. TikTok, Instagram, and even YouTube are now full sales channels. People expect to discover, evaluate, and buy directly inside these platforms, often through creator content that feels native, not branded.



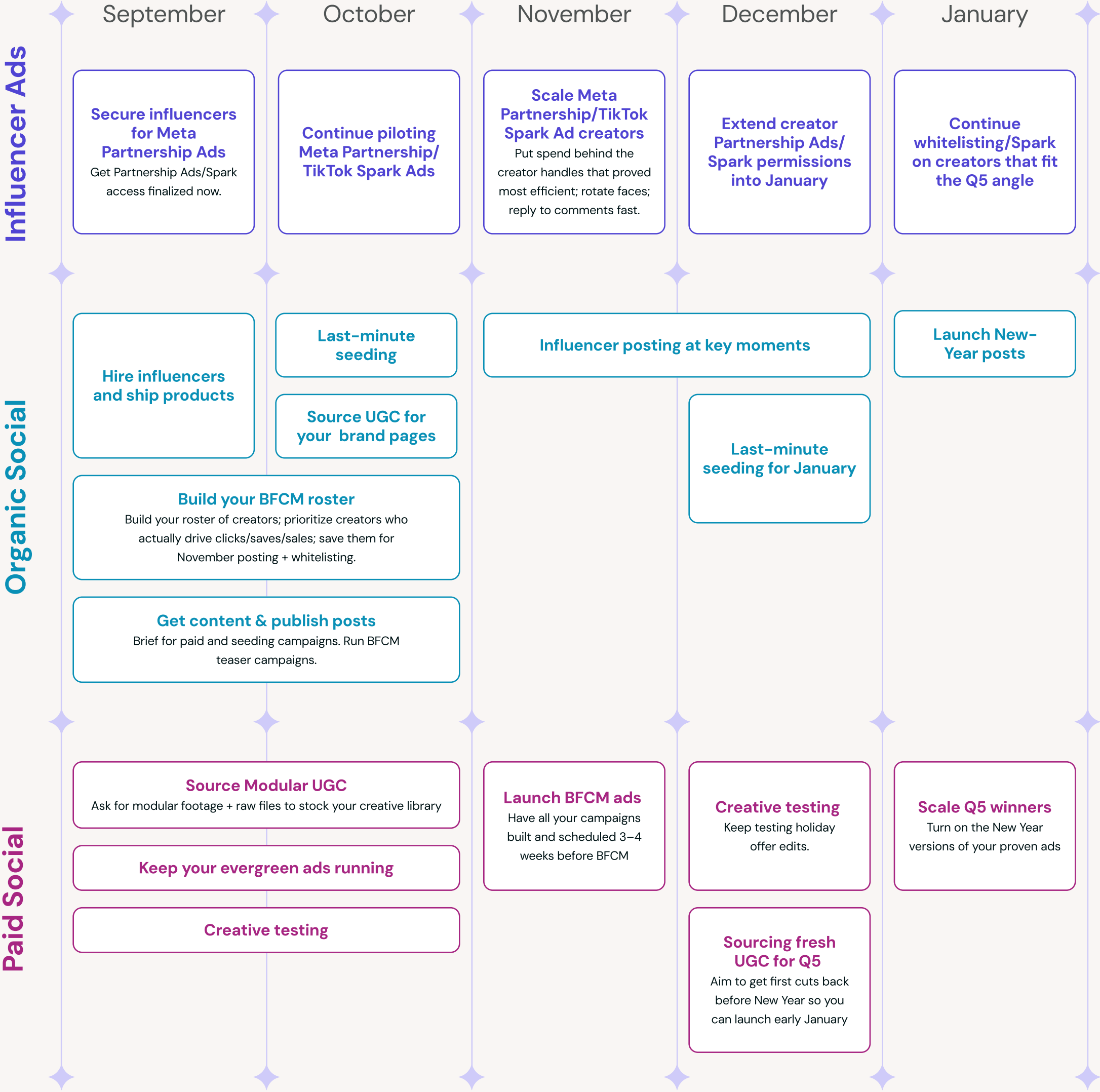
Furthermore, AI has evolved from a buzzword to a business tool. From dynamic pricing to creative optimization, it's now shaping every part of campaign management.

And don't forget logistics. Shipping deadlines are moving earlier, carriers are tightening capacity, and customers expect near-instant returns.

Your Campaign Timeline

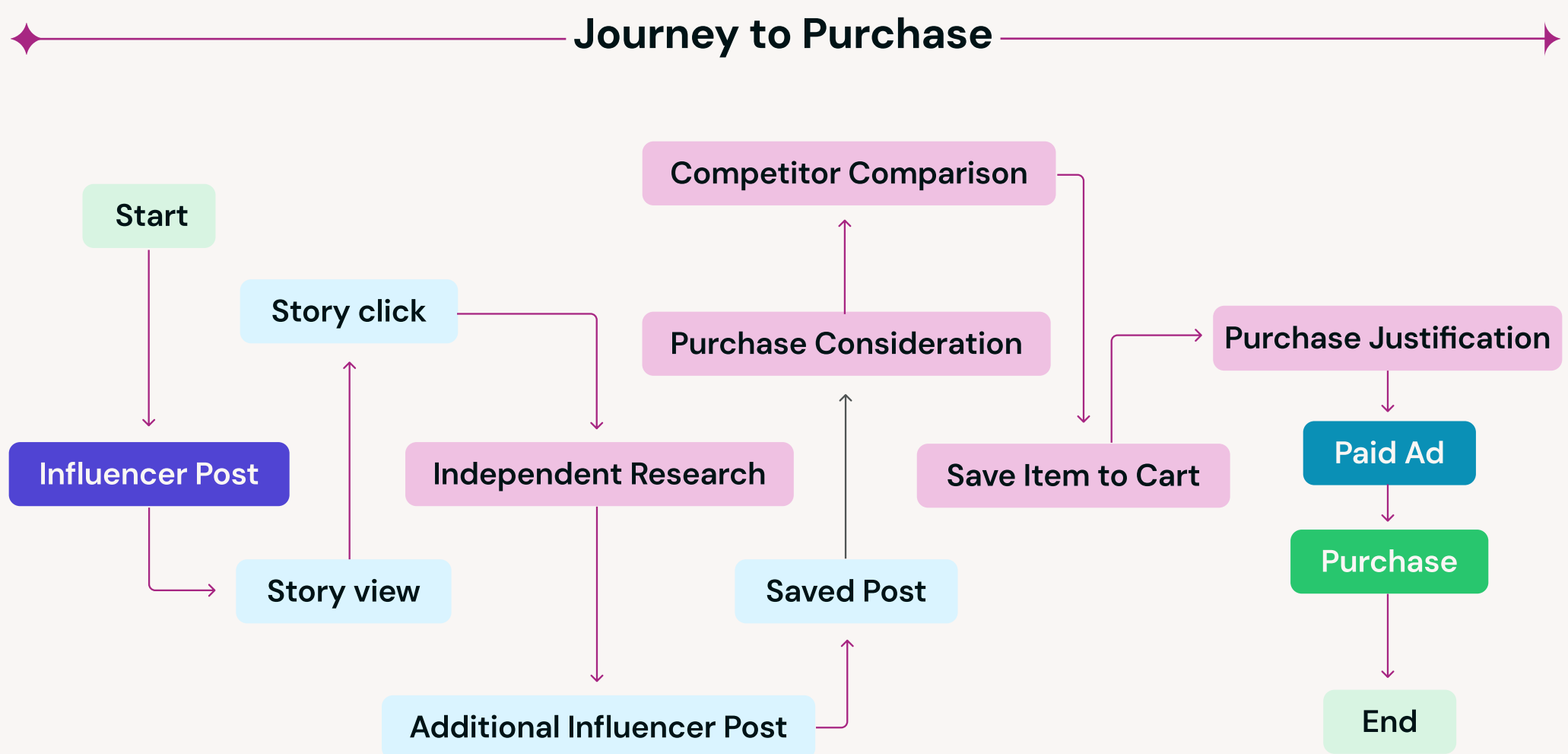
Here’s where the planning turns practical. You can’t “wing” BFCM and expect consistency. Every winning campaign starts with a clear, forward-looking timeline. For 2025, the timeline begins in September.

This timeline will help you run your most organized, efficient, and profitable Q4 ever—without the chaos that usually comes with it.



Organic Strategies

For most shoppers, their first impression of your brand isn't a paid ad. It's an organic post, a creator's unboxing video, or a piece of UGC that feels authentic and relatable. That's why organic campaigns are so powerful: they build awareness, spark conversation, and warm your audience before a single dollar of ad spend goes out.



Working with UGC creators and influencers gives your brand that human touch. Creators speak your customer's language, showing real use cases, reactions, and results that traditional marketing can't fake.

**Their content creates the social proof
your ads depend on later.**

However, equally important is how you utilize UGC across your own brand channels; Instagram, TikTok, YouTube Shorts, and even email. Sourcing consistent, high-quality UGC for your own pages strengthens brand presence, keeps feeds fresh, and reinforces authenticity. When people see both creators and your brand posting, it creates cohesion and trust.



Organic social isn't just about engagement anymore; it's about influence. It sets the tone, fuels paid performance, and turns creators into your most persuasive storytellers.

Below are five strategies to help your brand use UGC and influencer content to power your organic presence, build credibility, and drive real results during BFCM and Q5.

#1

Product Seeding

By sending your products to a curated batch of creators, without the pressure of a formal deal, you unlock authentic, low-cost content that can fuel both organic posts and paid campaigns.

Seeding gives you scalable, relatable content that humanizes your brand, especially before you start pushing ads.

[Use these top tips for your product seeding campaigns.](#)

How to do it right

Send product to a batch of (20–50) creators that fit your budget.

Keep the brief light with simple asks
(unboxing, first impressions, 1–2 Stories/Reels).

Treat this as trust + content generation, not guaranteed output.
Expect 15–50% to post.

Which products work best for product seeding campaigns?



Works well for:

- ✓ High demand products that people frequently use and ready to talk about (cosmetics, fragrances, accessories, etc)
- ✓ Recognizable brands
- ✓ Wide creators' pool
- ✓ Honest reviews and first impressions



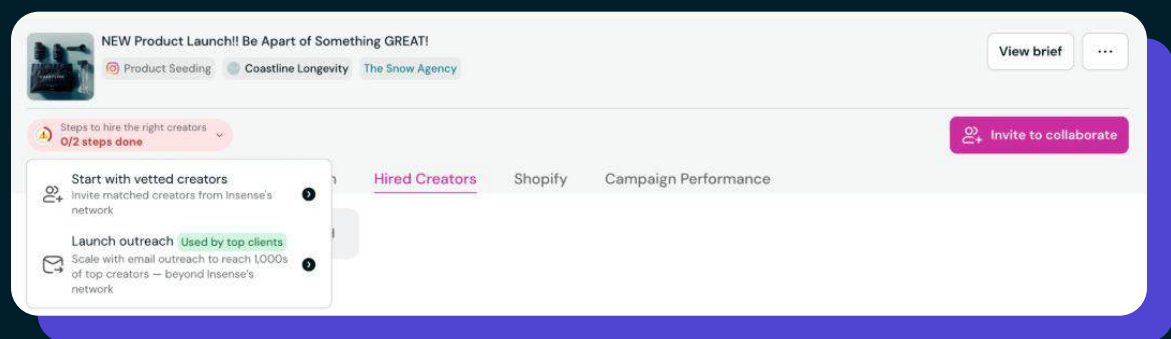
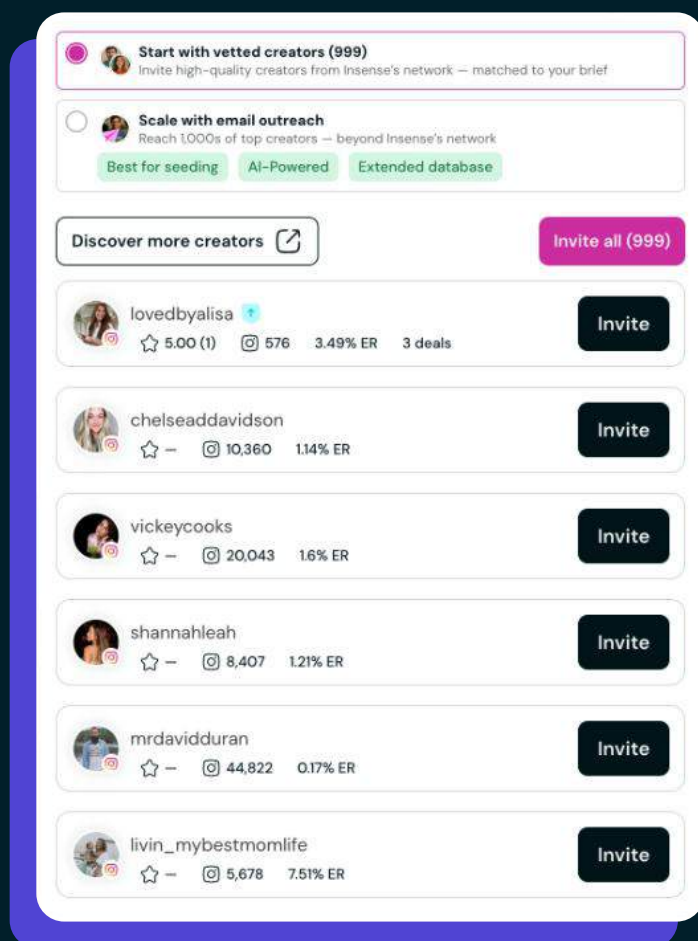
Wouldn't work well:

- ✗ High value, highly competitive or intimate products
- ✗ Products with a long or rare use periods (supplements, medical supplies, etc)
- ✗ Niche creators pool (specific demographics, aesthetics, or authority in a space)
- ✗ To source ready-to-use Ads or complicated briefs

Tips for seeding campaigns on Insense

Insense simplified product seeding campaigns through Shopify integration and automated outreach so you can source and ship products to creators at scale in a few clicks.

Here's how to set up AI-powered creator outreach emails on InSense.



[Sign up for free and launch a campaign](#)

#2

Influencer Posts

Collaborate with influencers who resonate with your brand to post content to their audiences. You can sponsor creator posts (reviews, unboxings, demos) and/or give tracked links/codes. Use a simple cadence: tease → launch → reminder → last-chance.

What to look for when choosing influencers:

Proven engagement (saves, shares, comments—not just likes).

Alignment with your target audience's tone and interests.

Flexibility for whitelisting or Spark ad usage later (long-term collabs).

Influencer marketing delivers 11x ROI compared to traditional ads¹. Consistent creator partnerships not only boost reach but create familiarity; your brand shows up in multiple feeds, through trusted voices.

Why use Insense for influencer posting campaigns?

Running influencer campaigns can be time-consuming, but with Insense, it's simple, scalable, and measurable.

The platform connects your brand with a marketplace of vetted creators, so instead of chasing influencers, you get qualified talent coming to you. Each creator is pre-screened for quality, engagement, and brand fit, making it easy to launch campaigns confidently.

Once your collaborations are live, Insense lets you run integrated influencer ads, track results through built-in performance analytics, and even manage commissions and content rights in one place. No messy spreadsheets, no guessing who actually delivered. Just clear data, creative freedom, and campaigns that move fast.

#3

Go live & build communities

Instagram and TikTok live and micro-communities are your secret engagement tools. They drive intimacy and trust at scale; especially leading up to major sales peaks.

¹Influencer Marketing Hub, 2024: <https://influencemarketinghub.com/influencer-marketing-benchmark-report-2024/>

Run regular Instagram/TikTok Lives (demos, Q&A, bundle reveals). Spin up a VIP group (IG broadcast, FB group, or Discord) for early looks, polls, and limited bundles.

Best practices for going live on each platform

Instagram Live for established audiences.

TikTok Live for discoverability and younger demographics.

YouTube Live for tutorials, demos, and long-form storytelling.



Pro tip:

Repurpose Live snippets into Reels or TikToks by turning one stream into 5+ short-form assets.

#4

Measure results and rebook winners

The biggest mistake brands make? Treating influencer campaigns as one-offs. The real compounding power comes from iteration and long-term relationships.

After each post, grade creators on:

Engagement quality (comments > likes)

Click-through rate and attributed revenue

Save/share metrics for future creative inspiration

Creator responsiveness and collaboration quality

Why rehiring matters

Working repeatedly with the same creators boosts trust, consistency, and lower CPAs. Audiences see repeated brand association as validation.

Brands that retain creator partnerships for 3+ campaigns see a 27% increase in engagement over one-off deals².

Re-invite top performers for Dec/Jan campaigns; offer affiliate links to those who convert best.

²CreatorIQ, 2024: <https://creatoriq.com/blog/influencer-marketing-trends-2024>



Pro tip:

Turn top-performing creators into “brand ambassadors.” Offer them early access, insider perks, or joint content opportunities to foster deeper loyalty.

Paid Social Strategies

If organic content builds trust, paid social is what turns that trust into revenue. It’s where all the awareness, engagement, and UGC you’ve built finally starts driving measurable results.

For eCommerce brands, paid campaigns are the bridge between great creative and real conversion. When you use UGC from creators and influencers in your paid strategy, you’re not just running ads; you’re scaling authenticity.

People don’t scroll past a real face telling a genuine story. They stop, watch, and click. That’s why creator-led ads consistently outperform brand-only content in both engagement and return on ad spend.

Ads run from creator handles deliver up to 35% higher CTRs and 50% lower CPAs than brand-handle ads³.

³Meta Business Partner Report, 2024: <https://www.facebook.com/business/help/partnership-ads>

Paid social also gives you control and precision. You can test different creators, formats, and messages; double down on what works; and target the right audiences at every stage of the funnel.

Combining creator content with paid amplification means your best-performing UGC doesn't disappear after a post; it becomes the backbone of your ad library.

The result? Campaigns that feel personal at scale, perform better across Meta and TikTok, and keep driving sales long after organic reach slows down.

#1

Modular UGC (aka raw footage)

Stop treating UGC like single-use content. Modular UGC, also known as raw footage files, turns each shoot into dozens of assets you can remix and multiply into fresh ads across platforms.

How it works:

Brief creators for multiple hooks, angles, and CTAs

Request raw footage and stills for maximum flexibility

Create ad variants by combining different hooks, shots, and CTAs.

Modular UGC helps you test faster and scale winning creative. It also keeps production costs low while giving your editors unlimited creative fuel.

Meta reports that modular creative increases ad efficiency by up to 32%⁴.

How to source modular UGC on Insense

Simply [create a brief](#) on Insense and choose that you want raw footage included in the deliverables.

Then, ensure you request the following from each creator for a minimum 60-second video:

Deliverables

Add separate asset for every creative that you want the Creators to deliver

Media type

Select the type of creative asset you want for this campaign.

Video

Photo

Posting to social media

Specify if the content requested should be posted by Creators on their channels.

Posting

No posting

Placement

Choose where the content is required to be posted once it is ready.

Stories

Feed

Reels

Hooks: Request 2–5 hooks per video clip.

B-rolls: Specify the shots you need for later editing, like product arrivals, close-ups, textures, and more.

CTAs: Ask for 2–3 compelling calls-to-action for each video clip.

⁴Meta Business Blog, 2024: <https://www.facebook.com/business/news/meta-dynamic-creative>

#2

Creative testing

The best media buyers know: creative beats targeting. But only if you test it methodically.

Use this framework:

1. Pick one element to isolate (hook, copy, overlay, or format)

2. Test 3–4 versions with small spend

3. Scale winners 10x

4. Kill losers fast

This method avoids creative fatigue and keeps costs stable as CPMs spike during BFCM.

Remember, your “best ad” in September might flop in November; so continuous iteration is key.

Brands that run ongoing creative testing see 18% lower CPAs and 25% higher ROAS during Q4⁵

⁵Triple Whale, 2024: <https://www.triplewhale.com/blog/bfcm-2024-trends>

#3

Keep evergreen ads active

Here's a simple truth: your best performers don't need to rest.

Instead of pausing your winning ads, duplicate them and edit them with seasonal overlays or copy tweaks – while keeping your evergreen ads running.

Evergreen ads already have algorithmic trust. Keeping them live during BFCM means you're scaling known winners instead of rebuilding momentum from scratch.

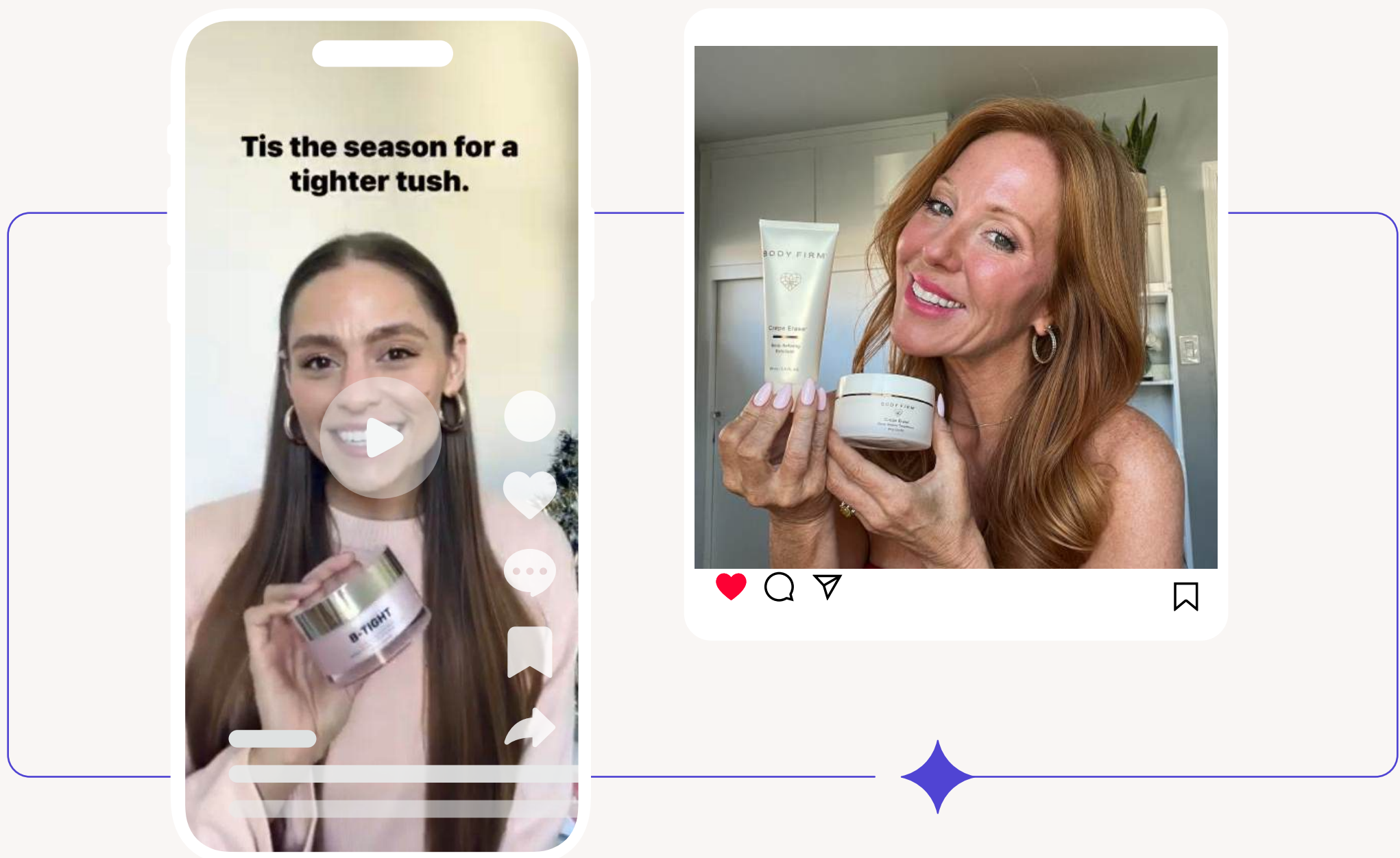
Examples of Q4 + Q5 tweaks:

Add a festive frame or "Holiday Exclusive" badge.

Swap the CTA to reflect urgency ("Shop early," "Ends soon").

Note: Change only one variable at a time to maintain performance data integrity.

Tag your evergreen ads in Meta or TikTok Ads Manager so you can toggle them in and out of seasonal rotation without losing optimization history.



#4

Meta Partnership Ads & TikTok Spark Ads

Creator-led ads aren't just "nice to have", they're the highest-performing part of paid social. Two formats are leading the charge: **Meta Partnership Ads (MPA)** and **TikTok Spark Ads**.

Running ads from creator handles instead of your brand handle unlocks authenticity and scale.

Meta Partnership Ads (previously known as whitelisting) enable you to run paid campaigns directly from a creator's handle on Instagram or Facebook. That means you get the power of Meta's ad tools (targeting, A/B testing, and custom CTAs), but with the trust and relatability of a creator's profile.

Spark Ads apply the same principle on TikTok: your creator's video becomes a native, high-converting ad in the "For You" feed. Because it runs from the creator's profile, all engagement (likes, comments, views) stays visible; blending paid reach with organic credibility.

Benefits:

Higher engagement and click-throughs due to creator trust.

Built-in social proof from existing comments and likes.

Seamless integration into the feed; looks native, not “sponsored.”

Why use Insense for creator ads?

Insense makes running Partnership Ads and Spark Ads simple, fast, and scalable.

With a **marketplace of 68,500+ vetted creators** across TikTok and Instagram, your brand receives inbound creator applications; no outreach needed. Enjoy built-in workflows for **performance analytics, automated payments, and content rights**, keep campaigns organized and measurable from start to finish.

Whether you’re testing creative angles or scaling proven UGC, Insense helps eCommerce brands turn influencer partnerships into performance channels, not admin headaches.

Check out our **Meta Partnership Ads Guide** to learn exactly how to launch and manage your MPA campaigns through Insense. From finding the right creators to activating ads directly inside Meta's dashboard.



[Get the Meta Partnership Ads Guide](#)

Conclusion

Black Friday, Cyber Monday, and Q5 aren't just sales; they're the ultimate stage for brand storytelling.

When organic creativity, influencer partnerships, and paid precision come together, you don't just win clicks; you build long-term customer relationships.

The key is balance: plan early, test often, and let UGC and creator content fuel both trust and performance. Use organic channels to spark conversations and paid campaigns to scale them. Don't stop after Cyber Monday, carry that energy through Q5 to turn new buyers into loyal advocates.

With the right mix of strategy, structure, and collaboration, this season can be your brand's strongest yet. Start now, stay agile, and let creators help your ads feel as human as your brand story deserves to be.



[Use Insense](#) – the all-in-one solution for scaling UGC production and influencer marketing; offering both a creator marketing platform and diverse, flexible managed services.

Insense has 68,500+ vetted UGC creators and micro-influencers from 35+ countries across the USA, Canada, EMEA, APAC, and Latin America, an interactive brief, integrated chat feature, automated payments, lifetime copyrights, and more.

[Book a free strategy call now to learn more](#)

