

Black Friday 2025 Support Documentation

Black Friday links

We will share these blog articles to our customers, here they are for your reference.

Name	Link
2025 Black friday blog post	https://barn2.com/blog/black-friday-sale-2025/
Woocommerce article on preparing their shop	https://barn2.com/blog/woocommerce-black-friday/

Sales Timelines & Coupon Details

Campaign	Dates (CET)	Discount	Coupon Code	Communication Channels	Notes / Validity
Main Black Friday Sale	Fri 21 Nov, 9:00 AM → Tue 2 Dec, 9:00 AM	40% OFF	BF2025	Email, Social Media	Valid from Nov 21, 9:00 AM CET to Dec 2, 9:00 AM CET → equivalent to Nov 21, 12:00 AM – Dec 2, 12:00 AM Pacific Time
“Surprise” Last Chance Sale	Tue 2 Dec → Fri 7 Dec	30% OFF	DONTMISS30	Email, Social Media	Coupon valid through Dec 10, 9:00 AM CET
High-Value Spend Offer	Fri 28 Nov → Mon 1 Dec	50% OFF when spending \$250+	BONUS50	Email only	Coupon valid through Dec 2, 9:00 AM CET
Expired Customers Offer	Now → Mon 1 Dec	60% OFF	MISSEDDYOU60	Email only	Coupon valid through Dec

					2, 9:00 AM CET
Prepare Your Store for Black Friday (Pre-Campaign)	Wed 5 Nov → Sun 16 Nov	30% OFF	WOOPREP30	Email, Blog Article, Social Media	Early prep promo before main campaign

Livestream Giveaway rules

Here's a **compact recap table** focused only on the information the **support team** needs to process and verify Black Friday 2025's Livestream giveaway claims efficiently.

Category	Details (For Support Team Use)
Giveaway Offer	1 free Barn2 plugin of choice (single-site annual license) per eligible customer
Eligibility Criteria	<ol style="list-style-type: none"> 1 Watched an official Barn2 Black Friday 2025 livestream 2 Purchased any Barn2 plugin during the sale (Nov 21–Dec 2, 2025) 3 Emailed support with the correct subject line and info
Claim Email Address	✉ support@barn2.com
Required Email Subject	"I watched Livestream #[number] - free plugin request"
Email Must Include	<ul style="list-style-type: none"> • Full name and email used for purchase • Plugin purchased • Free plugin requested (must be a purchased one)
Verification Steps	<ol style="list-style-type: none"> 1 Locate customer order in WooCommerce using provided email 2 Confirm purchase date within Nov 21–Dec 2, 2025 3 Check email subject includes livestream number 4 Confirm all info is complete and valid
Fulfillment Process	<ul style="list-style-type: none"> ✓ Issue free single-site license for requested plugin 📄 Log transaction in giveaway tracking sheet (Valid / Invalid + reason) = https://docs.google.com/spreadsheets/d/1ciB8-k2xP5sYs6se62gwrBZGO6I3BY_aden-NCgG0PY/edit?usp=sharing
Deadlines	<ul style="list-style-type: none"> • Official: Cyber Monday (Dec 1, 2025), this is the official announced deadline for the operation. • Extended: Dec 7, 2025 (for replay viewers), we tolerate late email sends up to this date, but we frame it as gesture.
Disallowed Actions	<ul style="list-style-type: none"> 🚫 Do <i>not</i> accept requests missing verification 🚫 Do <i>not</i> issue free plugin without valid purchase
Public Communication Reminder	<ul style="list-style-type: none"> • Giveaway mechanics are not shared publicly (only revealed in livestream)

- Any invalid, incomplete, or off-channel requests (e.g. received via social media or chat) should not be processed, but may be investigated at the discretion of the support team to obtain the correct information and verify eligibility.

Tracking & Reporting

Record each request as:

- Customer name / email
- Plugin purchased & free plugin given
- Date verified
- Status (Valid / Invalid)
- Notes (if any)

https://docs.google.com/spreadsheets/d/1ciB8-k2xP5sYs6se62gwrBZGO6I3BY_aden-NCgG0PY/edit?usp=sharing