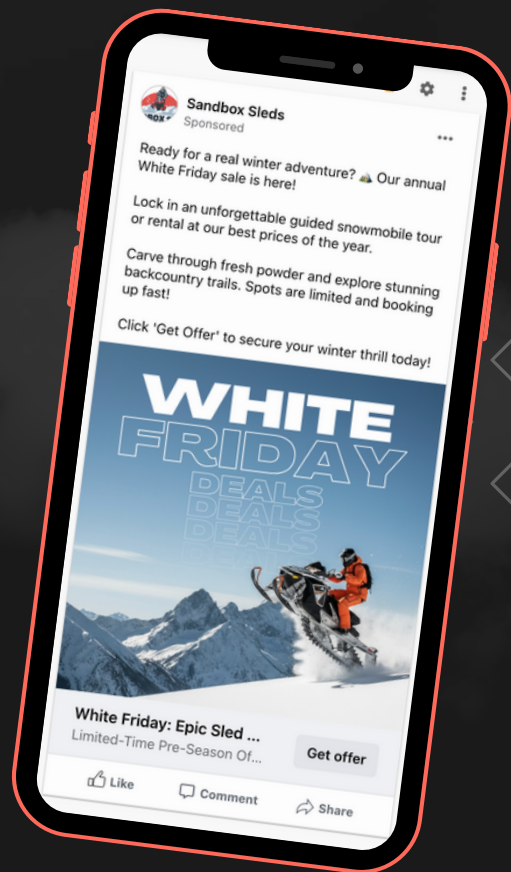


THE WHITE FRIDAY ADS PLAYBOOK FOR SNOWMOBILE OUTFITTERS



THE SHORTCUT TO A SOLD-OUT SEASON

Every fully booked season starts with one thing: **momentum**.

And for snowmobile outfitters, **White Friday is our version of Black Friday** — the weekend that kickstarts the whole season.

White Friday isn't just a sale; it's your first campaign surge — the push that fills calendars, drives cash flow, and keeps machines moving long after the weekend ends.

You don't need a big budget or marketing degree — just the right campaigns.

The next pages give you **five proven Facebook ads** built for snowmobile outfitters.

Ads that are simple, high-impact, and **designed to convert**:

Stop the scroll with visually stunning photos

Clearly outline the offer with bold, loud text

Direct viewers exactly what to do

In short, these ads work. Run one ad, run them all, or simply use them as inspiration.

Because when the trails open, you shouldn't be wondering where the bookings are — you should be too busy guiding rides you sold weeks ago.

White Friday is where that momentum begins, and every campaign surge that follows keeps your ads rolling, your calendar full, and your business firing on all cylinders all season long.

WHITE FRIDAY AD #1

THE PRE-SEASON SALE AD

Goal: Generate early bookings and cashflow before snow hits.

Why it works: Scarcity + pre-season exclusivity drive consumers to book.

Headline: "Save On Early Bookings"

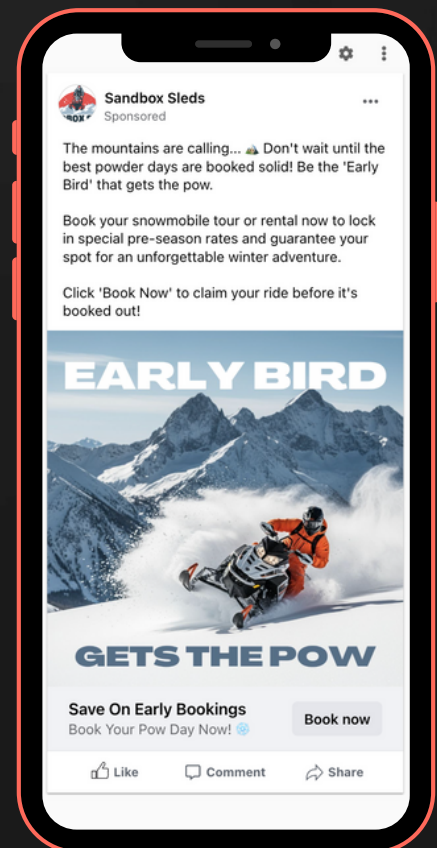
Primary Text: *"Our most popular guided tours sell out fast every year. Book your ride before the season starts and lock in your spot now. First rides roll out [insert season start date] - don't miss it!"*

CTA: "Book Now"

Timing: Launch Thursday night → run through Cyber Monday. Raise the budget Friday-Saturday when engagement peaks.

Audience: Past riders, website visitors, outdoor-interest locals within 50 miles

Pro Tip: Mention what makes your rides special - scenic stops, heated gear, or expert guides. Personal details make the offer real.



WHITE FRIDAY AD #2

THE GIFT CARD BLITZ

Goal: Generate instant sales while people are already in a buying mindset.

Why it works: This one sells an experience instead of “stuff.”

Headline: “Give Adventure, Not More Stuff”

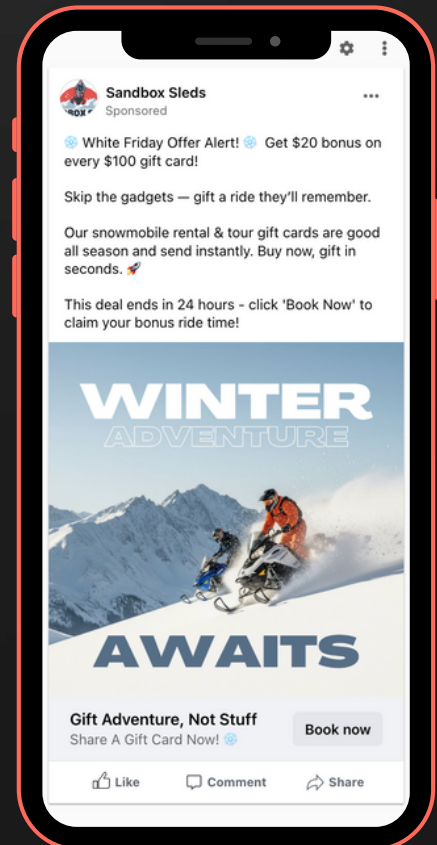
Primary Text: *“Skip the gadgets — gift a ride they’ll remember. Our snowmobile gift cards are good all season and send instantly. Buy now, gift in seconds.”*

CTA: “Get Offer”

Timing: Run Friday through Cyber Monday — your highest budget of the weekend.

Audience: Past customers, website visitors & social followers, outdoor-interest locals within 50 miles.

Pro Tip: Consider a 24-hour bonus (e.g., “Get \$20 free on every \$100 card”). Add urgency with a bonus or countdown — “Bonus ends tonight” converts fast.



WHITE FRIDAY AD #3

THE LOCALS-ONLY WEEKDAY DEAL

Goal: Fill your slowest days with people who ride close to home.

Why it works: A limited, "locals-only" offer builds loyalty and keeps machines moving when tourists aren't around.

Headline: "Locals Ride Cheaper Midweek"

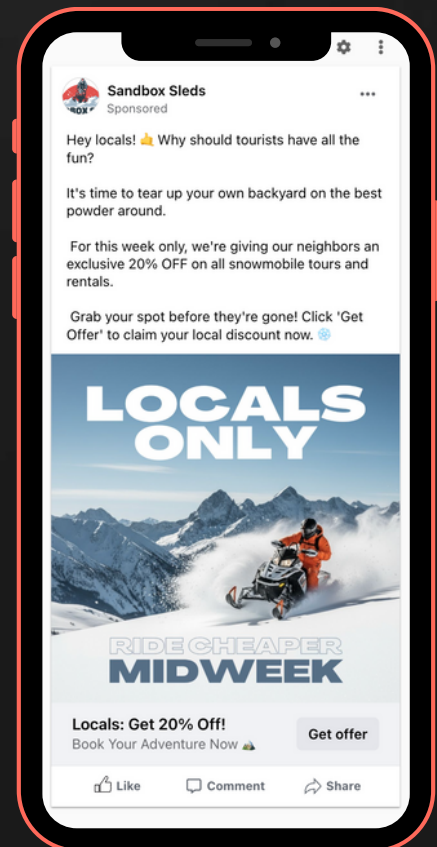
Primary Text: *"Our hometown riders keep us rolling — this one's for you. Ride midweek, skip the crowds, and save big. Limited spots weekly, locals-only prices."*

CTA: "Get Offer"

Timing: Run all weekend, then keep active through early December to feed weekday bookings.

Audience: All within a radius of 50 miles around your outfit's location

Pro Tip: Keep budget low but steady; this campaign performs best slow-burn through January and February.



WHITE FRIDAY AD #4

THE BOOKING COUNTDOWN AD

Goal: Build urgency and fill your first weekends before the snow falls.

Why it works: Every day closer to opening day builds momentum — and fear of missing out.

Headline: "14 Days Until the First Ride - Are You Riding With Us?"

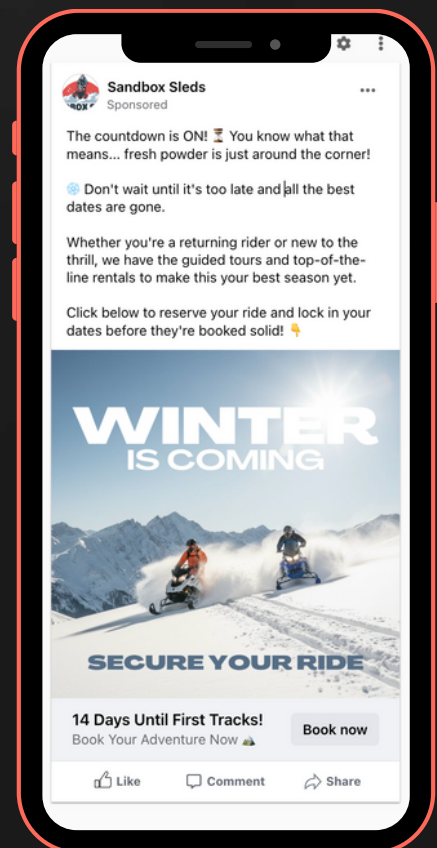
Primary Text: *"We open in two weeks, and weekend slots are already filling fast. Don't miss your first shot at first tracks — book now before we're booked out."*

CTA: "Book Now"

Timing: Run continuously from two weeks before opening day through the first weekend.

Audience: Past customers, website visitors & social followers, outdoor-interest locals within 50 miles.

Pro Tip: Hook your first riders up with free merch — they'll roll out grinning and rep your brand on every trail.



WHITE FRIDAY AD #5

THE NEW MACHINE HYPE AD

Goal: Drive early bookings from riders who want first dibs on the latest sleds.

Why it works: Powersports fans love being the first to test the latest models — it makes them feel connected to the brand and the moment.

Headline: "Be the First to Ride Our New Fleet"

Primary Text: *"Brand-new sleds just landed and they're ready to rip. Be among the first to ride the 2025 fleet before anyone else. Limited early-access spots — once they're gone, they're gone."*

CTA: "Book Now"

Timing: Launch during White Friday weekend and keep live for 7–10 days. Reactivate whenever you post new-fleet content or gear reviews.

Audience: Past customers, website visitors & social followers, outdoor-interest locals within 50 miles.

Pro Tip: Tag the manufacturer or dealer in your post to tap into their audience too.



WHITE FRIDAY BONUS AD

THE RETARGETING AD

Goal: Convert warm audiences by showing real reviews instead of another offer.

Why it works: People trust other riders more than ads. A good review makes your outfit the trusted, exciting, obvious choice.

Headline: "See Why Riders Keep Coming Back."

Primary Text: *"Hands down the best snowmobile tour we've ever taken. Great crew, incredible views, and top-notch machines. Can't wait to come back!" Ready to see what everyone's talking about? Book your ride before we sell out."*

CTA: "Book Now"

Timing: Run it continuously during your White Friday promotion and beyond. It's the perfect conversion mechanism.

Audience: Website visitors from past 30-90 days that did not purchase

Pro Tip: Mix short clips of riders personally sharing a review for a more personal touch.



NO AD EXPERIENCE? NO PROBLEM.

You can get every ad in this Playbook (and 50+ more just like it) preloaded, tuned, and ready to fire inside the **Seasonal Surge System**.

We built it to give snowmobile outfitters like you a complete, done-for-you toolkit that helps you plan your season, launch pro-level ads, and fill your calendar.

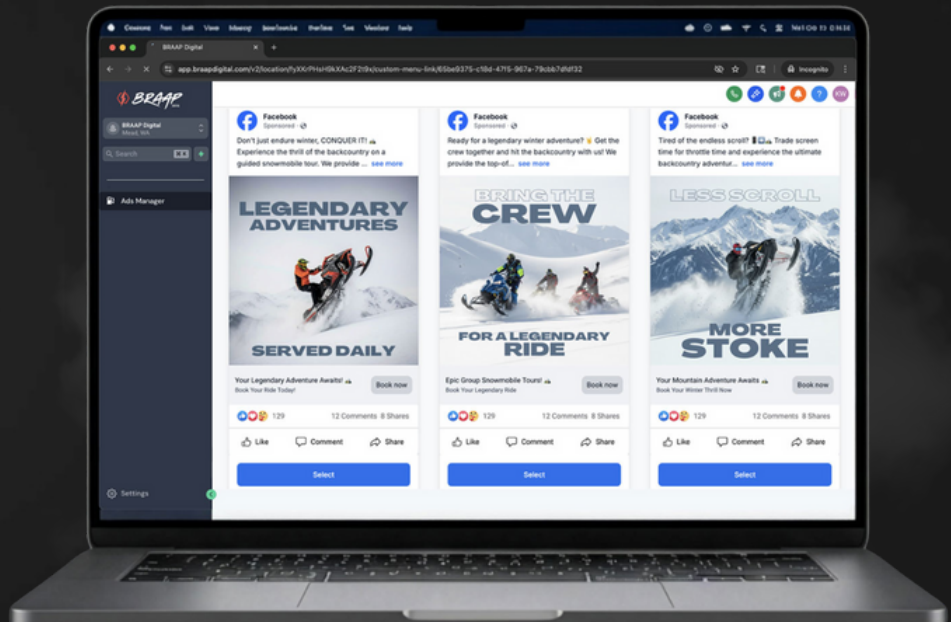
Here's what's inside the Seasonal Surge System:

- 🔥 A custom-built marketing calendar that tells you what to run and when
- 🔥 A library of over 50 fully customizable ad templates ready to launch
- 🔥 A one-click ad management tool that makes running ads easier than starting a sled.

We didn't build this for marketers.

We built it for operators.

GET THE ADS



LET'S RIDE

Here's to a sold-out season,
powder-packed trails, and
bookings that don't slow down.

