Black Friday Facebook ads checklist

Menu names can change. Meta's own Help Center is the final word.

Work in this order. Meta's page says how long ad review can take.

Weeks before

- [ ] Sale dates, offer and stock agreed.
- [ ] Budget plan written.
- [ ] Payment method and account spending limit can carry the extra spend.
- [ ] Events record correctly.
- [ ] New ads made and submitted, leaving room for ad review.
  The ad review process: transparency.meta.com/policies/ad-standards/#ad-review-process
- [ ] The landing page can carry the sale.
- [ ] Audience lists updated.

Days before

- [ ] Ads approved and scheduled.
- [ ] The ad account's time zone is checked against the schedule.
- [ ] Budget changes are ready.
- [ ] Someone is named for each sale day.
- [ ] Checkout tested on a phone.
- [ ] A test purchase recorded.

During the sale

- [ ] Spend against plan each morning.
- [ ] Rejected ads checked.
- [ ] Ads for items sold out are paused.
- [ ] Each change noted with the time.

After the sale

- [ ] Sale ads ended.
- [ ] Export broken down by day, and by placement as well if Ads Manager allows both together.
- [ ] Compare in the Black Friday report file.
  The Black Friday report file: dashops.io/downloads/black-friday-facebook-ads-report.xlsx