

THE PPC EXPERTS BLACK FRIDAY CHECKLIST

The **ONLY** checklist you'll ever need...

TRACKING

- ☐ Ensure tracking is up-to-date
- ☐ Make sure conversion actions are using the right attribution model
- ☐ Check expected conversion actions are live

AD COPY

- ☐ Create Black Friday specific ad copy
- ☐ Upload ads for review
- ☐ Set rules to switch ads on/off
- ☐ Set rules to re-enable normal ads
- ☐ Make sure expected ads are live
- ☐ Add countdown timers to ad copy

PROMOS

- ☐ Create promos in the Merchant Centre
- ☐ Ensure promos are added in all channels - not just Google
- ☐ Add returns policy to the Merchant Centre

BUDGETS

- ☐ Set budgets for the day
- ☐ Allocate spend accordingly
- ☐ Have a backup payment method in place
- ☐ Ensure budgets will be monitored

DATA

- ☐ Analyse seasonal historical data
- ☐ Look into this year's trends/data
- ☐ Make adjustments accordingly

AUDIENCES

- ☐ Set up remarketing lists
- ☐ Add remarketing lists to campaigns
- ☐ Set up remarketing campaigns for past website visitors
- ☐ Apply seasonal in-market audiences



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PRE BLACK FRIDAY

- ☐ Make sure there are no Merchant Centre feed issues
- ☐ Ensure ads, assets and merchant promos are uploaded in plenty of time
- ☐ Set rules to ensure correct activity is enabled/paused
- ☐ Start gradually increasing budgets
- ☐ Start gradually increasing bid aggression (or set up Seasonality Adjustments)
- ☐ Review negative keyword lists
- ☐ Review ad scheduling
- ☐ Check site speed and make necessary improvements
- ☐ Append 'Black Friday' to relevant keywords

ON THE DAY

- ☐ Make sure that the ads you expect to go live, are actually live
- ☐ Track the areas that are working
- ☐ Track the products that are running out of stock to prevent wasting money
- ☐ **Have fun and see your hard work pay off (literally £££)!**

POST BLACK FRIDAY

- ☐ Analyse the data to take any learnings forward
- ☐ Make sure any promos running for remarketing are still running
- ☐ Start pulling back bidding aggression and budgets



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