

PRIORITIES USA

TRAININGS

Ad launch checklist

	Item	Time to launch
<input type="radio"/>	Secure approval from Facebook to run political ads	Start 4 weeks before launch
<input type="radio"/>	Secure approval from Google to run political ads	Start 3 weeks before launch
<input type="radio"/>	Set up Facebook page & ad manager	2 weeks
<input type="radio"/>	Set up landing page with appropriate disclaimer	2 weeks
<input type="radio"/>	Ensure you have an appropriate email address that matches domain to your website and phone number	1 week
<input type="radio"/>	Submit Facebook disclaimer	1 week
<input type="radio"/>	Receive approval from Facebook on a line of credit / add credit card information to your ads account	1 week
<input type="radio"/>	Upload first-party data to onboarding partner to match (if using)	1 week
<input type="radio"/>	Confirm creative is ready, including:	3 days
<input type="radio"/>	Captions are prepared, either closed or open	
<input type="radio"/>	All language versions have been created and reviewed	
<input type="radio"/>	All relevant aspect ratios have been created (vertical, 1:1 etc.)	
<input type="radio"/>	Each unit has the appropriate disclaimer	
<input type="radio"/>	All negative content has research verification	
<input type="radio"/>	Onboard into a programmatic tool, if running	3 days

	programmatic ads in-house	
<input type="radio"/>	Write copy for social media and/or search ads	3 days if legal review required
<input type="radio"/>	Embed pixel into landing page (if re-targeting)	2 days
<input type="radio"/>	Submit google disclaimer	2 days
<input type="radio"/>	Upload first-party data to facebook (if using)	2 days
<input type="radio"/>	Verify all audiences are set up (first party, lookalike and platform-specific targeting)	1 day
<input type="radio"/>	Launch ads!	
<input type="radio"/>	Confirm ads have been approved on all platforms	24 hours after launch
<input type="radio"/>	Check impressions & pacing to make sure ads are running appropriately	24 hours after ad approval
<input type="radio"/>	Make a report format that prioritizes your goals and allows you to compare across platforms	Within the first week after launch
<input type="radio"/>	Track your key metrics (reach, frequency, view-through rate, pacing etc.) to see if adjustments need to be made	Weekly until end of campaign