

Making a launch - 09/07/17

Checklist when making a launch to make sure nothing is forgotten

- ☐ Make the FB Ad
- ☐ Make sure Troy checks the FB Ad, images, and audiences
- ☐ Create promotion on Amazon
- ☐ Create the Launch/Funnel
- ☐ Put the coupons on the Launch/Funnel. Make more than necessary
- ☐ Set Max Order Quantity to 2
- ☐ Check the start and end dates on the Launch/Funnel
- ☐ Check the start and end dates on Facebook
- ☐ Check the Daily Budget
- ☐ Check the keywords
- ☐ Check the links
- ☐ Check the images
- ☐ Check the campaign names on Facebook
- ☐ Check that the ASINs are right
- ☐ Check that there are no offers on the listing page telling to buy more than 2 units
- ☐ Schedule the campaign on revealbot
- ☐ Check if there's enough inventory
- ☐ Check that the proper conversion condition is set