

## Black Friday Checklist

- Ship your inventory in time (Last week of Oct.)
- Have a Q4 media plan in place to promote deals
- Confirm your Q4 advertising budget (2-4x typical)
- Confirm your account health
- Confirm no listings are suppressed or suspended
- Optimize PPC campaigns (Set up ad automation)
- Conduct a PDP audit and make updates
- Conduct a keyword audit
- Optimize your Storefront (add deals or gift guide)
- Create Sponsored Brand Ads driving to Storefront
- Get your coupons ready/organize promotions
- Get in touch with influencers
- During event track performance with myHorizons
- During event edit ads & PPC campaigns as needed
- During event monitor status of account & listings