

Holiday Facebook Advertising Checklist

Guidelines for successful profit-driven advertising

HOLIDAY CAMPAIGN PREPARATION

- Read up on holiday shopping trends and behavior so you can understand how **ad engagement and the cost of driving purchases** will change
- Set up a product feed so you can use **dynamic ads** to retarget shoppers browsing for gifts without worrying about inventory shortages
- Combat shopping cart abandonment by setting up **custom audiences from your website**
- Build tiered **lookalike audiences** so you can target ads toward people similar to your top 1%, 3%, or 5% of customers
- Optimize your website to be mobile-friendly so users can easily browse and make purchases on smartphones and tablets
- Set up **cross-device tracking** to understand the full customer journey
- Establish a pacing strategy so you don't spend your budget too quickly
- Double check that your **bidding settings** are structured to support scale and marketplace opportunities

HOLIDAY CAMPAIGN EXECUTION

- Optimize the gift-giving spirit of the season by advertising men's products to women, and vice versa
- Target users who have driven sales year-round, as well as those who bought from you in Q4 of the previous year
- Use holiday-themed creative to maximize seasonal relevance
- Use Facebook's **Partner Categories** as well as keyword targeting to expand reach and get in front of new users
- Experiment with a retail-friendly ad format like **carousel ads**, which can display multiple products in one ad unit
- Place your ads within mobile apps using **Facebook's Audience Network**
- Promote mobile games on "new device day" (December 25th)
- Advertise items that don't need to be shipped, such as gift cards and subscription services, to procrastinators who have missed the boat on "last ship day" (December 23rd)
- Take advantage of New Year's resolutions like getting fit, getting financially healthy, or getting more educated to drive revenue in 2017