

BFCM Meta Ads Checklist

Ten checks we run against live accounts before peak, to scale profitably through Black Friday and Cyber Monday.

EDITION

Taikun Digital · 2026

CHANNEL

Meta Paid Social

SUGGESTED PACING

When each check gets done

Everything in parts one and two should be finished before October.

AUGUST

Checks 1–5 and 9

Review two to three years of BFCM performance, audit list growth, and brief high-effort creative while there is still time to make it.

SEPTEMBER

Checks 6–8

Benchmark where you are against last year, lock the offer, and build the monthly, weekly and daily spend plan through December.

OCTOBER

Check 10

Finish production, build every ad, submit it for approval, and push list growth ahead of the first offer.

NOVEMBER

Run the plan

Early offers, peak week, last-chance weekends. Hold the daily spend targets you set in September.

DECEMBER

Close it out

Gift-buying cutoffs, then document what worked at the creative and offer level while it is still fresh.

Look back

Three years of your own data beats any industry benchmark.

01

Multi-year BFCM performance

Zoom out across two to three BFCMs to see the real trend.

- ☐ Have CPMs, ROAS and revenue trended up or down across the past two to three BFCMs?
- ☐ Are there consistent signals around when performance peaks and dips?
- ☐ Is BFCM becoming a bigger revenue moment for you, or stagnating?

02

Email list growth

BFCM sales are won before the sale starts.

- ☐ How many emails did you send last BFCM, and how did they perform?
- ☐ Has your list grown year on year? If not, start lead gen now.
- ☐ Do you need to close a list-size gap before November?

03

Last year's creative

The angle, the format and the timing all carried weight here.

- ☐ Which concepts took the most spend and drove the most conversions?
- ☐ Which formats — video, static, UGC — drove the best CPA?
- ☐ Which placements overperformed: Stories, Reels or Feed?
- ☐ Which gaps did you miss: gift-led, urgency-driven?

04

Non-BFCM ads during peak

Your evergreen ads are still live during BFCM. Did they hold up?

- ☐ How did non-promotional ads perform in the BFCM window?
- ☐ Was evergreen CPA much higher than promotional creative?
- ☐ Switch them off, or run them in parallel this year?

05

Last year's offer strategy

Not all discounts perform equally. Context matters.

- ☐ Percentage off, amount off, tiered, or gift with purchase?
- ☐ Stronger or weaker than the year before, and how did it convert?
- ☐ Do you need a stronger hook this year to stay competitive?

Plan forward

Set the pace in September and hold it through December.

06 Benchmark growth YTD

Are you on pace to scale, or already falling behind?

- ☐ How do this year's spend, reach and site traffic compare to the same point last year?
- ☐ Are you pacing ahead, or do you need to accelerate to catch up?
- ☐ At what point last year did your growth really kick in?

07 Year-end spend plan

Monthly, then weekly, then daily.

- ☐ Have you mapped monthly, weekly and daily spend targets through December?
- ☐ Does the plan account for early offers, last-chance weekends and gift-buying cutoffs?

08 Overlay vs. last year

Know what's changed, and why it matters.

- ☐ Are you starting your offers earlier or later than last year?
- ☐ Is your budget higher or flatter, and how will that shift performance?
- ☐ What lessons from last year are informing this year's pacing?

The daily number is the one that keeps the plan honest. If you can't name today's target, you don't have a plan.

Execute early

Brief in August, then build and approve in October, before the first offer runs.

09 Kick off creative briefing now

Partnership content and UGC take weeks to shoot, edit and approve.

- ☐ Have you already briefed high-effort creative: partnership content, UGC, longer edits?
- ☐ Are your angles aligned to offer type, urgency, gifting and objections?

10 Pre-build and approve all ads

Avoid Meta delays and last-minute chaos.

- ☐ Have you built and submitted every ad for approval at least seven days before go-live?
- ☐ Are your post IDs saved and structured for scaling, especially if you're reusing social proof?

Seven days of approval buffer is the minimum. Rejections during peak week are the most expensive problem on this list to fix.

THE ONE-PAGE VERSION

Ten checks

Print this page. Tick it off before November.

☐ **01** Review multi-year BFCM performance

☐ **02** Audit your email list growth

☐ **03** Analyze last year's creative performance

☐ **04** Review non-BFCM ad performance during peak

☐ **05** Evaluate last year's offer strategy

☐ **06** Benchmark growth progress year to date

☐ **07** Build a full year-end spend plan

☐ **08** Overlay spend plan vs. last year

☐ **09** Kick off creative briefing now

☐ **10** Pre-build and approve all ads early

NEXT STEP

Want a second set of eyes on your plan?

We run this checklist against live accounts every year before peak. If you want us to run it against yours and show you the gaps, get in touch.

PREPARED BY

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