Getting Started

☐ 1. Mark key dates in your marketing calendar
☐ 2. Create a budget
   ☐ a. Estimate total budget based on YOY growth
   ☐ b. 45% of all spending before the end of Cyber Week
   ☐ c. 500% short burst spending on big events (Black Friday)

Google Recommendations

☐ 1. Audit your website’s performance tracking
   ☐ a. Assign conversion value to all conversions
   ☐ b. Remove old goal conversions
   ☐ c. Implement Google Analytics 4
☐ 2. Google Merchant Center settings
   ☐ a. Check Diagnostics section for alerts
   ☐ b. Activate your Shopping Campaigns
☐ 3. Google Ads settings
   ☐ a. Stress test smart bidding
   ☐ b. Set up Google Ads tag
☐ 4. Google Search and Smart Shopping Ads for meeting demand
   ☐ a. Set up shared budgets
   ☐ b. Predict your competitive positioning
   ☐ c. Prepare for spikes in demand
   ☐ d. Use the best Smart Bidding strategies
   ☐ e. Segment your most important products for Smart Shopping
☐ 5. Test out Google Discovery and Video Action Ads for finding new audiences
   ☐ a. Discovery ads
   ☐ b. Video Action ads