Launch readiness check

Everything ticked before any budget goes live. Campaign: _____ Owner: _____

Example: a med spa in Miami Beach

Offer and page

- [ ] The offer is one sentence: who it's for, what it is, the price range, why now.
- [ ] Example: "Miami Beach skin renewal: free first consultation; treatments $450–$900, until November 30."
- [ ] Single-purpose page: no menu, one call to action, first screen loads in about 3 seconds on a phone.
- [ ] Three real reviews and three real photos of the work on the page.
- [ ] Health advertising rules checked: no guarantees, no misleading before-and-afters.

Tracking

- [ ] Meta Pixel installed; where possible also sending from the server with the Conversions API.
- [ ] Form submission defined as "Lead", confirmed appointment as "Schedule".
- [ ] If running Google Ads: Google tag and the same two conversions set up.
- [ ] Cookie consent banner works; tracking runs only for visitors who agree.
- [ ] Test submission sent; the event shows in both platforms (date: _____).

Callback and sheet

- [ ] Form alerts arrive by e-mail and on the phone.
- [ ] Five-minute callback owner during open hours: _____ Backup: _____
- [ ] A message with the booking link is ready for people you can't reach.
- [ ] Weekly decision sheet open; target cost per appointment written down: $_____
- [ ] Test budget and length written down: $_____, 14 days.

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Build checklist

Ad spend is tied to appointments in the calendar, not to clicks.

Offer

Tools: Your website or a one-page landing page · Time: 1 day

- [ ] Pick one service to advertise: the most profitable one, or the one that brings new customers most easily.
- [ ] Write the offer in one sentence: who it's for, what it is, the price range, why now.
- [ ] Build a separate, single-purpose page for it: no menu, one call to action, fast on a phone.
- [ ] Add three real reviews and three real photos of your work to the page.

Tracking

Tools: Meta Pixel and Conversions API, Google tag, Google Ads conversions · Time: Half a day

- [ ] Install the Meta Pixel; where you can, also send events from your server with the Conversions API.
- [ ] Define form submission as the "Lead" event and a confirmed appointment as "Schedule".
- [ ] If you run Google Ads, install the Google tag and set up the same two conversions.
- [ ] Add a cookie consent banner, so tracking only runs for visitors who agree.
- [ ] Send a test submission and check that both platforms receive the events.

Campaigns

Tools: Meta Ads Manager, Google Ads · Time: 3 hours to set up; a 2-week test

- [ ] On Meta, run a campaign with the leads objective; test 2 or 3 different creatives.
- [ ] Use real people and real places in the creative; state the offer in the first two seconds.
- [ ] On Google, run a search campaign; keep keywords to your service plus your area.
- [ ] Run for two weeks on a small test budget; scale the winning creative, switch off the loser.

Five-minute callback

Tools: Form alerts, WhatsApp Business, a shared sheet · Time: 1 hour

- [ ] Set an instant alert for every form submission: e-mail and phone.
- [ ] Set a five-minute target for a call or WhatsApp during opening hours; name who calls back.
- [ ] If you can't reach them, leave a short message with the booking link.
- [ ] Write the outcome against every lead: booked, thinking, not a fit, unreachable.

Weekly sheet

Tools: Google Sheets or Looker Studio · Time: 20 minutes a week
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- [ ] Open a sheet: week, spend, leads, appointments, customers who showed up, sales.
- [ ] Calculate cost per appointment and cost per customer.
- [ ] Set a target cost per appointment, working back from the profit on your average sale.
- [ ] Block 20 minutes every Monday; make one change, following the decision rule.

Build order

DAY 1
Write the offer; start the single-purpose page.

DAY 2
Install the Pixel, Conversions API and Google tag; test the events.

WEEK 1
Set up alerts and the callback rule; launch campaigns on a small budget.

WEEK 2
Fill in the first sheet; pick the winning creative.

MONTH 1
Compare cost per appointment with the target; raise the budget only if you're under it.