

TITA DERMS — 30-DAY LAUNCH CHECKLIST

Sequences the Setup (Playbook Part 1) + Month 1 actions into dated, tickable tasks.

Day 1 = the day you start. Don't spend a peso until Week 1 setup is fully .

WEEK 0 (Pre-launch — Days 1–7): SETUP, NO SPEND

Days 1–2 — Get access from client

- ☐ Send the client the access-request list (Playbook §1.1).
- ☐ Confirm the **Facebook Page** exists; get its URL.
- ☐ Confirm the **Instagram** account is switched to **Professional** → **Creator**.
- ☐ Confirm IG is **linked to the FB Page**.
- ☐ Get the **TikTok account** login/manager access.
- ☐ Confirm a **billing card** is available for both platforms.
- ☐ Get written authorization to run media + confirmed monthly budget.

Days 3–4 — Meta setup (Playbook §1.2)

- ☐ Access/create **Business Manager**; get yourself added as Admin.
- ☐ Add the **Facebook Page** (full control).
- ☐ Connect the **Instagram** account.
- ☐ Create **Ad Account** → set **Currency = PHP, Time zone = GMT+8 Manila** (permanent).
- ☐ Assign yourself **Manage campaigns** on the ad account.
- ☐ Add **billing** + set an **account spending limit** (e.g. ₱80K).
- ☐ Create the **Pixel/dataset** (5 min, future-proofing — no site needed yet).
- ☐ Sanity check: Page + IG + Ad account + dataset all visible under your access.

Days 5–6 — TikTok setup (Playbook §1.3)

- ☐ Create/join **TikTok Business Center**; get added as Admin.
- ☐ Create **Ad Account** → **PH, PHP, GMT+8** (permanent).
- ☐ Add **billing** → start on **Manual payment** (top-up).
- ☐ Get **Spark Ads account-level authorization** turned ON by Dr. Peach.
- ☐ **Verify**: in Ads Manager, confirm you can pull an @titaderms post into a Spark Ad draft.
- ☐ Set an account spending cap.

Day 7 — Content readiness + baselines

- ☐ Confirm content team is building a **20–30 video bank** (≥70% feature Dr. Peach).
- ☐ Lock the **5 pillars + posting cadence** with the content team (Playbook §2.1–2.2).
- ☐ Record **starting follower counts** (TT/IG/FB) in the report CSV — this is your baseline.
- ☐ Optimize the **IG/FB/TikTok profiles**: bio, credentials, highlights (Credentials / Myths / FAQ), pinned best video.

- ☐ **GATE:** Both platforms can build a PH/PH campaign + a Spark Ad. If not, do NOT proceed.
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WEEK 1 (Days 8–14): GO LIVE, ORGANIC-FIRST + LISTEN

- ☐ Begin **daily TikTok posting** (1/day); cross-post each to IG Reels + FB Reels.
 - ☐ **No big spend yet.** Let videos breathe organically 48–72h.
 - ☐ Launch a small **Follower seed campaign** (₹300/day, Scenario A) — *social proof only*.
 - ☐ Launch a small **Video-Views test** (₹300–500/day) on 1–2 promising videos to probe topics/hooks.
 - ☐ Set up the **tracking sheet**: log each video's 48h views, eng rate, shares, saves, follows.
 - ☐ Mid-week: note which **hooks/topics** are outperforming your (forming) median.
 - ☐ Do **not** edit campaigns mid-learning-phase.
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WEEK 2 (Days 15–21): FIRST AMPLIFICATION

- ☐ Identify your **first 2–3 organic winners** (beat median on 2+ of: watch %, eng ≥6%, shares/saves, velocity).
 - ☐ Launch **Spark Ads** on those winners (₹500–₹1,000/day each, broad PH).
 - ☐ Read each at **72h** — do not judge earlier.
 - ☐ **Kill** any boost running at 2× target CPF/CPV with no improvement.
 - ☐ **Brief content team**: "make more like [winning angle], less like [flop]."
 - ☐ Keep daily posting + cross-posting going.
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WEEK 3 (Days 22–28): SCALE WINNERS, KILL LOSERS

- ☐ **Scale** holding winners **+20–30%** every 2–3 days.
 - ☐ Build first **Lookalike audience** from video engagers; add as a 2nd ad group.
 - ☐ **Stop** the Follower seed campaign if social proof now looks healthy.
 - ☐ Begin **boosting cross-posted winners on Meta** (Engagement / Profile Visits) if they move there too.
 - ☐ Confirm **~70% of paid budget sits on your top 2–3 winners** (concentration rule).
 - ☐ Note creative fatigue signs (CPV up 30%+, comments drying) → rotate to next winner.
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DAYS 29–30: MONTH-1 CLOSE & REPORT

- ☐ Record **ending follower counts**; calculate net new + % growth.
- ☐ Fill the **monthly report CSV** (reach, views, CPF, engagement, top 5, insights, recs).
- ☐ Identify your **3–5 proven winning content formulas** + your real account medians (your new benchmarks).
- ☐ Decide **Month 2 budget**: hold Medium or step toward High *only if you have proven winners to amplify*.
- ☐ Write the **Month-2 plan**: shift to 80–90% Spark Ads, kill follower-buying, expand Lookalikes.
- ☐ Send the client the **monthly report + 1-paragraph recommendation**.

THE WEEKLY RHYTHM (continues every week from here)

Mon pull data + pick winners · **Tue** launch/adjust Spark Ads + brief content · **Wed** light check (don't fiddle) · **Thu** read 72h, kill losers · **Fri** scale winners + client note · **Sat/Sun** hands-off.

THREE RULES YOU'LL BE TEMPTED TO BREAK (don't)

1. **Wait 48–72h before boosting.** Let content prove itself free first.
2. **Don't edit campaigns mid-learning-phase.** It resets and wastes spend.
3. **Boost only winners; concentrate budget.** Spreading thin across mediocre posts is how budgets die quietly.