



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM RUN YOUR OWN META ADS

The 90-Day Meta Ads Operating Calendar

A quarter on one page: weekly scorecards, monthly creative refreshes, scale-gate reviews, and the channel check.

Part of the free Run Your Own Meta Ads course · by Evolv Strategies ·
evolv.io

Want this working in your business instead of on your reading list?

Book a free strategy session →

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The 90-Day Meta Ads Operating Calendar

The course ends; the campaign doesn't. One quarter on one page: a 30-minute scorecard every week, one deliberate change at a time, milestones on rails. Pin it up. Same day, same slot, every week.

ALLOWABLE COST PER LEAD (MODULE 1)	ALLOWABLE COST PER BOOKED CALL	KILL / FIX GATE (PLANNER BOX 07)	SCALE GATE (PLANNER BOX 07)

WK	WEEK OF	SCORECARD	THE ONE CHANGE MADE THIS WEEK — AND WHY	MILESTONES
1		☐		LAUNCH Learning phase — hands off; daily glance only.
2		☐		First full scorecard. Trends, not decimals.
3		☐		Diagnostic tree if a number runs red.
4		☐		GATE REVIEW 1 CREATIVE REFRESH 1 Kill, fix, or continue — by the gates.
5		☐		New creative in; retire the fatigued, without sentiment.
6		☐		Check warm audiences — site visitors + engagers growing?
7		☐		Watch frequency & click-through for fatigue creep.
8		☐		GATE REVIEW 2 CREATIVE REFRESH 2 RETARGETING LAUNCH Gates green? +20%, gently; warm campaign live, small budget.
9		☐		Two campaigns on the scorecard now — keep them separate rows.
10		☐		Capacity check: could intake absorb 20% more leads?
11		☐		Harvest: testimonials, referral asks, next month's raw material.
12		☐		GATE REVIEW 3 CREATIVE REFRESH 3 Last full week of the quarter's read.
13		☐		QUARTERLY REVIEW Box below. Book next quarter's 13 slots.

THE QUARTERLY REVIEW — *is this still the right channel? Ask these, in writing:*

- | | |
|--|---|
| — Is cost per booked call still under our allowable — on the quarter's trend, not one week's decimal? | — Did booked calls become clients ? If not, the leak is the sales conversation — no ad setting fixes that. |
| — Could we absorb more next week — answer in five minutes, book, and serve them well? | — Is the creative still fresh , or is frequency rising while click-through decays? |
| — Is this still the best next dollar — against retargeting, the email list, and referral harvesting? | — What does the decision log say actually moved numbers this quarter? Do more of that, on purpose. |

Verdict: ☐ Keep ☐ Fix (which layer:) ☐ Scale (+20%, gently) ☐ Stop (and why:)



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THE NEXT STEP

You've got the playbook. Want it running by next month?

Campaign planned, launch checked, calendar set. A free strategy session pressure-tests the plan before the budget goes live.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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