

CAMPAIGN PREPARATION CHECKLIST

Campaign:

Date:

Goal:

Department:

WHAT IS THE AUDIENCE FOR THIS MARKETING CAMPAIGN?
Who is the target? / Stage of buying journey / What are their personas? / What is the competition?



WHERE IS THE AUDIENCE FOR THIS MARKETING CAMPAIGN?
Which strategies, mediums, and channels are the best way of reaching this audience?



WHAT RESOURCES NEED ALLOCATED TO THIS MARKETING CAMPAIGN?
Platforms / People / Budget / Time / Authorization for additional tools or external resources?



WHAT PROOF AND AUTHORITY INDICATORS CAN WE INCORPORATE?
Use Cases / Customer Testimonials / Certifications / First Party or Second Party Research Sources



ARE THERE OTHER EFFORTS THAT WE CAN COORDINATE WITH TO MAXIMIZE THE CAMPAIGN RESULTS?
Omnichannel / Advertising / Social Sharing / Advocacy / Public Relations / Partners / Affiliates



IS THE CALL TO ACTION SIMPLE TO UNDERSTAND AND OBVIOUS?
What do you want the target audience to do when they view your marketing campaign?



WHAT METHODS CAN WE USE TO RETARGET THE ENGAGED AUDIENCE?
Abandonment Campaigns / Retargeting Campaigns / Alternative Journeys



HOW WILL WE MEASURE WHETHER THIS CAMPAIGN IS SUCCESSFUL?
Do we have pixels, analytics, and tags properly installed with event, campaign, and conversion tracking?



WHEN CAN WE TEST AND VALIDATE OUR CAMPAIGN?
At what point should we decide to change or end the effort? / How can we test different iterations?



WHAT DID WE LEARN FROM THIS CAMPAIGN THAT CAN BE APPLIED TO OTHERS?
What do we need to remember next time we try this? / What lessons can be applied to other efforts?



The purpose of this checklist is to ensure you're fully leveraging all of your resources and ensuring you can properly plan, research track, and learn from each of your marketing campaigns. Brought to you by **Martech Zone**. Visit <https://martech.zone> and subscribe.