

# Marketing Campaign Checklist

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- Campaign Objectives
  - Determine what you want to achieve.
  - Conduct good market research.
  - Define how your products or services will help your customers.
  - Prepare a sales forecast.
  - Create a list of the different types of marketing promotion you wish to use.
- Campaign Strategy
  - Define your target audience for this campaign.
  - Determine the purpose of the campaign.
  - Decide what offer will be used to entice your customers.
  - Determine which messages you want to send.
  - Determine what creative work will be required.
  - Determine what production will be required.
  - Decide on the campaign budget.
- Campaign Summary
  - Closely monitor the response.
  - Analyse what has worked, what hasn't and why.
  - Use your analysis in planning further campaigns.