

Marketing Campaign Checklist

By Campbell Rodriguez

- 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.