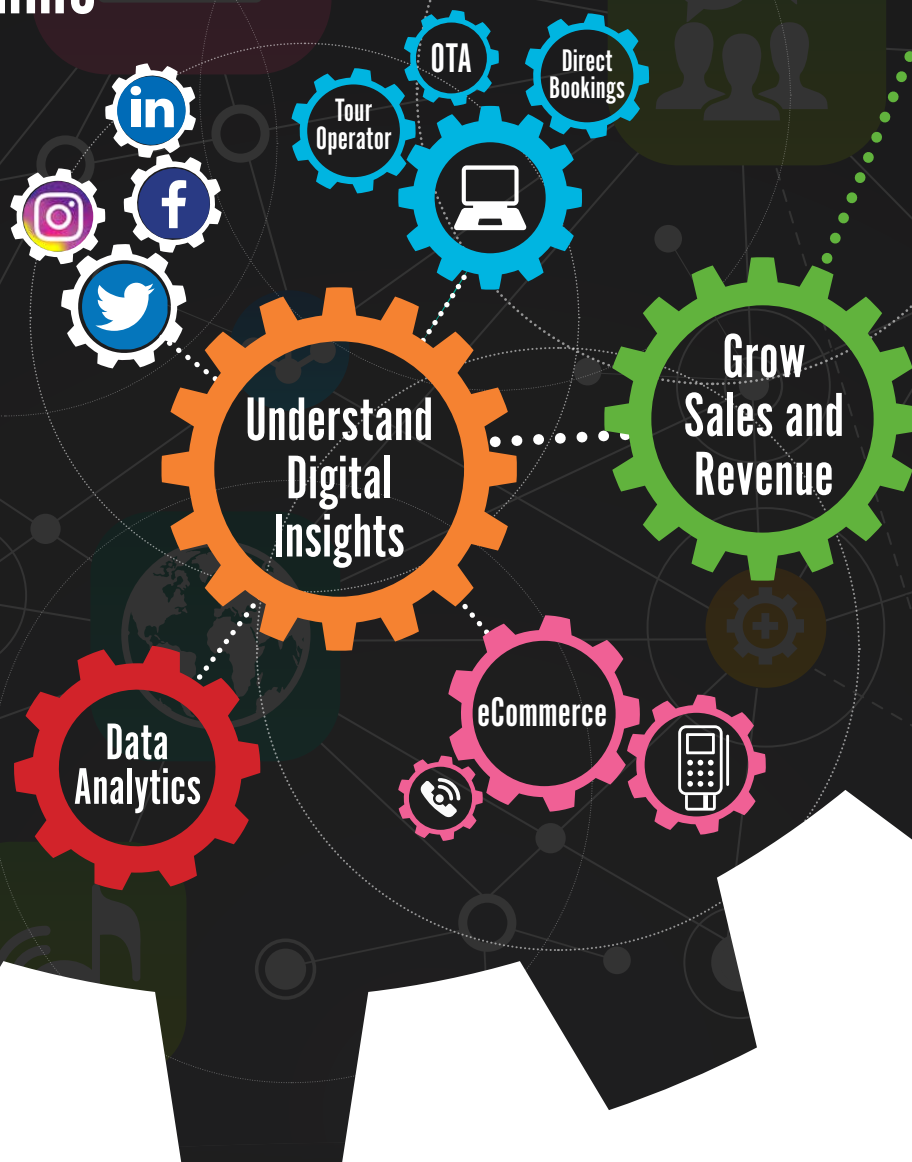


Part of the
**Digital Performance
Improvement
Programme**



CAMPAIGN AUDIT CHECKLIST

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The following is a high-level checklist of the essential elements for any marketing campaign.



	Details
Target Audience	You know exactly the audience you are targeting and have considered what should be excluded.
The Offer	<p>You have a compelling offer that solves a big pain point.</p> <p>You have tactics for encouraging people to take action now (e.g. scarcity, urgency etc).</p> <p>You have packaged up bonuses, add-ons as part of this offer.</p>
Creating your offer assets	You have assets created for the promotion of this - images for social media, landing page, banner promotion on your website, display banners, etc.
Prime the list	You have a plan for warming up the audience before you make the offer.
Build your conversion sequence	<p>You have built out a conversion sequence.</p> <p>For example, ad to landing page to checkout page to 'thank you' page.</p> <p>Pre-launch offer to email list to email sequence to landing page to checkout page to 'thank you' page.</p>
Analytics	You have defined the analytics that want to track (see <i>UTM tracking</i>).
New customer sequence	You have built out a new customer sequence to start the process of 'excelling' in the delivery of your service.
Review	You have a review process for after the campaign to figure out what worked, didn't work etc.