Campaign Launch Checklist

A campaign launch checklist covering goals, audience, budget, creative, channels, tracking, QA, and review.

Goals and KPIs

- [ ] Define the single primary objective the campaign must achieve.
- [ ] Choose one primary KPI that proves success, plus supporting metrics.
- [ ] Set a realistic target value and the timeframe for judging it.
- [ ] Establish baseline numbers so you can measure lift accurately.
  Without a baseline you cannot tell whether the campaign caused a change or coincided with one.
- [ ] Align stakeholders on what a win and a fail look like.

Audience and Offer

- [ ] Define the exact target audience and any exclusions.
- [ ] Build or confirm the targeting segments in each platform.
- [ ] Craft a clear, specific offer with a compelling reason to act now.
- [ ] Confirm the offer is deliverable and inventory or capacity can meet demand.
- [ ] Validate the offer and message with a small test or internal review.

Budget and Bidding

- [ ] Set the total budget and how it splits across channels and dates.
- [ ] Choose a bidding or pacing strategy aligned to the primary KPI.
- [ ] Define a maximum acceptable cost per result before you launch.
- [ ] Reserve a contingency portion for scaling what works.
- [ ] Confirm billing, payment methods, and account limits are in order.

Creative and Messaging

- [ ] Write headlines and copy that lead with the core benefit and offer.
- [ ] Produce creative in every required size and format per channel.
- [ ] Prepare multiple variations to test messaging and visuals.
  Two or three strong variants give the platform room to find a winner without spreading budget too thin.
- [ ] Ensure visuals, tone, and claims stay consistent and on-brand.
- [ ] Check that all creative meets each platform's policies and specs.
- [ ] Proofread every asset for spelling, pricing, and legal accuracy.

Channels and Scheduling

- [ ] Select the channels that best reach the target audience for this goal.
- [ ] Map the launch sequence and timing across each channel.
- [ ] Coordinate dependent assets such as emails and social posts to the same date.
- [ ] Set start and end dates, dayparting, and frequency caps where relevant.
- [ ] Confirm any partners or influencers are briefed and scheduled.

Landing Page and Tracking

- [ ] Build a landing page whose message matches the ad and offer.
- [ ] Confirm the page loads fast and works correctly on mobile.
- [ ] Install and test that conversion tracking fires on the goal action.
- [ ] Add consistent campaign parameters to every destination URL.
- [ ] Verify analytics, tags, and pixels load without errors.
  Test a real conversion end to end so you know the event actually records before spending.
- [ ] Set up the dashboard or report you will watch during the campaign.

Quality Assurance, Launch, and Review

- [ ] Click every link and complete the full conversion path as a real user would.
- [ ] Preview each ad and email across devices and email clients.
- [ ] Confirm budgets, targeting, dates, and tracking one final time before going live.
- [ ] Launch and monitor delivery, spend pacing, and early conversions closely.
- [ ] Shift budget toward winning channels and creative as data arrives.
- [ ] Document results against KPIs and capture lessons for the next campaign.