

# 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.