Marketing Campaign Launch Checklist

Campaign name: _____ Launch date: _____

Goal and audience

- [ ] One clear goal written down (e.g. sign-ups, demo bookings, sales)
- [ ] Target audience and segment defined
- [ ] Success measure and target number agreed

Tracking

- [ ] UTM source, medium and campaign added to every external link
- [ ] Lowercase, consistent naming used
- [ ] Conversion or key event set up and tested in analytics
- [ ] Link log updated

Landing page

- [ ] Headline matches the promise in the ad or email
- [ ] One primary call to action, repeated at the bottom
- [ ] Form asks only for essential information
- [ ] Page tested on mobile and loads quickly
- [ ] Images have alt text; text has sufficient contrast

Email

- [ ] SPF, DKIM and DMARC passing for the sending domain
- [ ] Subject line and preview text written and checked
- [ ] Unsubscribe link working
- [ ] Test email sent to several inboxes and devices
- [ ] Sending only to people who opted in

Social

- [ ] Posts written natively for each platform
- [ ] Images sized correctly for each platform
- [ ] Posts scheduled at times the audience is active

Approvals

- [ ] Facts, prices and dates checked
- [ ] Legal or compliance review completed if required
- [ ] Final sign-off by: _____

After launch

- [ ] Results reviewed after one week: _____
- [ ] What to repeat: _____
- [ ] What to change: _____

More guides: www.flexyblogs.com