

Checklist: Marketing Communication Campaigns

To avoid disasters answer the following before collaterals are developed and campaign actions are executed:

Why are you conducting this marketing campaign?

What market research has been conducted (or is available)?

What else do you need to know about this market?

Which market segment is this offer going to?

What are their needs?

Their ability to pay / reach your ultimate goal?

What is your past experience with this market?

How was the market reached in the past?

Did it work?

If not, what will be done differently this time?

What is the offer?

How will this appeal to the target market?

What benefits should be highlighted in the copy?

How will you meet the demands of these new clients?

Do you have sufficient follow-up material on hand?

Is there a seminar planned?

Telemarketing campaign ready?

What are the expected returns on the marketing campaign? Returns such as: revenue, lead generation/prospecting, face-to-face meetings market intelligence, testing lists/the market/copy/offer - expected returns can be a combination of items, but you have to determine benchmarks.

How will you evaluate the response?

Has your staff and other stakeholders been informed of:

The offer?

What is expected of them?

The implementation date?

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