Promotional Campaign Checklist

\bigcirc	CAMPAIGN OBJECTIVE
	Campaign name: Main objectives:
\bigcirc	INSIGHTS & ANALYSIS
\bigcirc	AUDIENCE AND TIMING
	Audience: Timing:
\bigcirc	BUDGET & RESOURCES
	Budget: Resources:
\bigcirc	ASSETS NEEDED
\bigcirc	TOOL SELECTION
\bigcirc	PROMOTION RULES
\bigcirc	GOING LIVE
\bigcirc	COLLECTING DATA
\bigcirc	CONCLUSIONS