



# LAUNCH/PROMO CHECKLIST

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**Internal Campaign name:**

**Campaign objective:**

**Campaign start date:**

**Consumer Campaign name:**

**Campaign point person:**

**Campaign end date:**

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## LEAD MAGNET(S)

**Would people pay for this if it wasn't free?**

**Does it match our brand?**

**Subjects:**

**Prepared by:**

**Date:**

**Proofed by:**

**Date:**

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## SOCIAL ADS

**2-3 video versions**

**Subjects:**

**2-3 still image versions**

**Subjects:**

**Does the copy explain the benefit of the lead magnet or offer?**

**Does it include clear CTAs?**

**Prepared by:**

**Proofed by:**

**Run Dates:**

**Date:**

**Date:**





## **LANDING PAGE (FOR LEADS) OR SALES PAGE (FOR PURCHASES)**

- Landing page headline addresses the **PROBLEM** (few words)
- The subhead addresses the **OUTCOME** (slightly longer)
- Images support **OUTCOME**
- Multiple CTA's (stand out! Don't blend in with branding)
- Testimonials are included (written or videos)
- Page works with both **https://www** and without
- Desktop and mobile versions have been tested
- Does it match our brand?

**Prepared by:**

**Date:**

**Proofed by:**

**Date:**

## **THANK YOU PAGE**

- Includes quick video or personal photo
- Simple instructions for next steps
- Includes social platform links
- Desktop and mobile versions have been tested
- Does it match our brand?

**Prepared by:**

**Date:**

**Proofed by:**

**Date:**

**Join us for a FREE workshop**

**"How to Build Your Business From Scratch"**





## EMAIL

- Double Opt-In set up so we get clean emails
- Email images or gifs created (don't over do it!)
- Email flow written with awesome subject lines and preview text

**Email 1:**

**Email 2:**

**Email 3:**

- Emails checked for deliverability and best practices

**Prepared by:**

**Date:**

**Proofed by:**

**Date:**

## ORGANIC SOCIAL MEDIA

- 2-3 Reels/videos (include CTA)

**Subjects:**

- 2-3 still images (include CTA)

**Subjects:**

- 2-3 story series (include CTA)

**Subjects:**

- Many Chat flows created

- Banner headers created for Facebook, Twitter, or Youtube

- URL updated in profile

**Prepared by:**

**Date:**

**Proofed by:**

**Date:**

**Run Dates:**

## OTHER MEDIA

**Podcast Topics:**

**Possible Affiliates:**

**Live Appearances:**

**Possible Influencers:**

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