

# Campaign Checklist

Below is a check list for your campaign to plan the things you could do to market your product / service. We've done this as a checklist for you to tick off once you've completed each task.

- Set a goal** – how many purchases of the product / service do you need to achieve each month to pay cover your costs? And also make a profit?
- Define Target Audience** – think about who exactly is going to buy this product / service & who you can market to.  
Check out our blog on how to define your target audience:  
<http://www.thelittlemarketingcompany.com/define-your-target-audience/>
- Product / Service**
  - what is it's USP (Unique Selling Point)
  - what are the features & benefits of your product / service?
- Competition** – who else offers this product / service? Why is your service better? What can you take & adapt on what they do.
- Team** – are the team briefed on the product / service and the campaign you are launching?
- Budget** – what budget do you have for the campaign to promote the product / service?
- Timings** – plan a timings schedule for the campaign, working backwards from when you plan to go live with the campaign
- Promotional Activity** – Promotional ideas for the campaign are listed on the next page

## Feel a little overwhelmed?

There's no need to be, just take one point at a time and work through making regular progress. If you feel like you need some advice or support drop us an email or give us a call.

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# Promotional Ideas

- Think about your message and write down the copy you will use to promote the service across different channels / promotions
- Write down your keywords and use these within all your communications.
- Update your website with a new page about the product / service (you can then direct people to this in your promotions)
- Write a blog announcing the launch of your campaign, product / service
- Prepare a Q&A document for staff to refer to, this could also be available on the website
- Identify a list of journalists, bloggers, influencers, celebrities to contact (offer an incentive to publicise or blog about it)
- Write a press release to send to magazines / publications / journalists
- Ask magazines for an advertorial (an advert plus some editorial)
- Consider an actual launch event:
  - what materials do you need?
  - Demo of service
  - Exclusive offer for people attending the event
  - Invite the journalists, bloggers, influencers, celebrities to your launch event
- Email Existing Customers – make them feel privileged and give them a VIP early access to the product / service, maybe a discount as a valued customer. Invite them to the launch.
- Email subscribers (non customers) – send an email letting them know about the new service and your launch event
- Build up reviews / testimonials before you do a big promotional launch as people will want to see reviews / before and after pictures
- Ask friends or family members at a discounted rate to get build up the reviews and before & after pictures
- Produce a social media plan to ensure you are getting across a consistent message using the copy you created above.
- Hook up with celebrities on social media and tell them about your service to see if they would be interested in your product / service
- Produce and promote social media adverts (Facebook, Instagram and Twitter ad's)
- Create Google Ad's to promote your service.
- Research events / exhibitions to attend and promote the product / service

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