MARKET & SELL

LAUNCH CAMPAIGN CHECKLIST

Coordinate the message, assets, channels, and decisions behind a disciplined launch.

2026 EDITION | PRACTICAL BUSINESS RESOURCE

01 / CAMPAIGN BRIEF

Define the Launch Before Building It

Establish the business objective, offer, audience, timing, and decision owners. A campaign should solve a defined launch problem and produce a measurable customer action.

Campaign decision	Definition
Launch name	
Product, service, event, or initiative	
Primary business objective	
Priority audience	
Primary customer action	
Launch date and time window	
Geographic or market scope	
Campaign owner	
Executive approver	
Budget ceiling	

One-sentence launch proposition

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02 / STRATEGY

Align the Offer, Audience, and Outcome

Confirm that the launch offer is valuable, credible, commercially sound, and operationally deliverable before promotion begins.

Strategic check	Decision / evidence	Status
Customer problem or desired progress		
Offer and included value		
Price and commercial terms		
Primary differentiation		
Reasons to believe / proof		
Primary objection or risk		
Capacity and delivery limits		
Revenue or adoption target		

- ☐ The offer is approved and will not change during final production.
- ☐ Pricing, inventory, capacity, availability, and terms are confirmed.
- ☐ The campaign target is achievable within the budget and time available.
- ☐ A clear decision exists for success, adjustment, extension, or stop.

03 / MESSAGE SYSTEM

Build the Campaign Narrative

Create one coherent message system that can be adapted across channels without changing the central promise.

Message element	Approved language / direction
Primary promise or outcome	
Campaign headline	
Supporting message	
Audience-specific relevance	
Proof point 1	
Proof point 2	
Primary call to action	
Secondary call to action	
Urgency or timing language	
Required disclaimer or qualification	

Words, claims, or approaches the campaign must avoid

04 / ASSET PRODUCTION

Complete and Approve Every Campaign Asset

List each customer-facing and internal asset, its channel, owner, due date, approval status, and final location. Do not launch from draft files or unclear versions.

Asset	Channel / format	Owner	Due	Approved	Final link / location
Campaign landing / product page				☐	
Primary campaign image or video				☐	
Email announcement				☐	
Social launch posts				☐	
Paid advertising creative				☐	
Sales presentation / one-sheet				☐	
Partner or affiliate kit				☐	
Press / media material				☐	
FAQ / objection responses				☐	
Confirmation / thank-you message				☐	
Internal launch brief				☐	
Customer support script				☐	

☐ Brand, spelling, claims, links, dates, prices, and calls to action are consistent.

☐ Mobile, desktop, download, video, and accessibility behavior are tested where relevant.

☐ Final assets use clear naming, version control, ownership, and backup storage.

05 / CHANNEL PLAN

Coordinate Distribution and Reach

Assign each channel a defined audience, role, message, timing, budget, owner, and measure. Avoid publishing the same content everywhere without adaptation.

Channel	Audience / role	Content / CTA	Timing	Budget	Owner	Metric
Website / landing page						
Email						
Organic social						
Paid social						
Paid search / display						
Direct outreach / sales						
Partners / affiliates						
Media / public relations						
Events / community						
Existing customers						

Channel sequence and reinforcement logic

06 / CONVERSION & TRACKING

Verify the Customer Path and Measurement

Test the complete journey from first impression through conversion, confirmation, fulfillment, and follow-up. Every critical action should be measurable.

Journey point	Expected action	Tracking / evidence	Owner	Tested
Ad / post / referral				☐
Landing or product page				☐
Form / inquiry / cart				☐
Payment or commitment				☐
Confirmation				☐
Onboarding / fulfillment				☐
Follow-up / nurture				☐

- ☐ URLs, buttons, forms, phone numbers, email addresses, and downloads work.
- ☐ Analytics, pixels, campaign parameters, events, and conversion goals are active.
- ☐ Test submissions and transactions reach the correct system and owner.
- ☐ Consent, privacy, accessibility, advertising, and required legal language are confirmed.
- ☐ A reporting baseline and campaign dashboard exist before launch.

07 / OPERATIONS

Prepare the Business to Receive Demand

Campaign success can expose operational weakness. Confirm that people, systems, inventory, delivery, service, finance, and escalation paths can support the expected response.

Readiness area	Required condition	Owner	Status / risk
Inventory / capacity			
Staffing and schedules			
Sales response process			
Customer support			
Order / payment systems			
Fulfillment / delivery			
Onboarding			
Refund / cancellation process			
Data and CRM workflow			
Executive escalation			

Maximum demand the business can responsibly accept

Contingency if demand exceeds or falls below expectations

08 / TIMELINE

Build the Launch Run of Show

Translate the campaign plan into dated milestones, dependencies, approvals, publishing actions, and response responsibilities.

Phase	Milestone / action	Dependency	Owner	Due	Complete
T-30 to T-21					☐
T-20 to T-14					☐
T-13 to T-7					☐
T-6 to T-3					☐
T-2					☐
T-1					☐
Launch day - AM					☐
Launch day - PM					☐
T+1 to T+3					☐
T+4 to T+7					☐
T+8 to T+30					☐

Launch-day command plan

Time	Action / checkpoint	Owner	Decision or escalation

09 / FINAL READINESS

Conduct the Go / No-Go Review

Use a formal readiness decision before scheduled publication. Unresolved critical risks require an owner, deadline, contingency, and explicit decision.

Readiness gate	Ready	Issue / evidence	Owner	Deadline
Offer and price approved	☐			
Audience and message approved	☐			
All critical assets final	☐			
Links and conversion path tested	☐			
Tracking and dashboard verified	☐			
Budget and placements confirmed	☐			
Sales and service teams briefed	☐			
Capacity and fulfillment confirmed	☐			
Legal / compliance checks complete	☐			
Contingencies and escalation ready	☐			

Decision	Selection / notes
GO	
GO WITH CONDITIONS	
DELAY	
CANCEL / RESTRUCTURE	

Final approver, decision time, and conditions

10 / MEASUREMENT

Monitor Launch Performance and Respond

Define the metrics, thresholds, review cadence, and actions that will govern the campaign while it is live.

Metric	Baseline	Target	Actual	Source	Review cadence	Action threshold
Reach / impressions						
Engagement						
Traffic / visits						
Leads / inquiries						
Conversion rate						
Revenue / adoption						
Acquisition cost						
Average order / deal value						
Fulfillment / activation						
Refunds / complaints						

Decision rules

Signal	Required action	Decision owner
Above target		
On target		
Below target		
Critical failure / reputational risk		

11 / POST-LAUNCH

Capture Learning and Improve the Next Campaign

Complete the review while evidence and customer feedback are still current. Separate facts, interpretations, and future decisions.

Review area	What happened	Why it happened	Decision / next action
Audience response			
Message performance			
Channel performance			
Conversion path			
Revenue / adoption			
Cost and efficiency			
Operational delivery			
Customer feedback			
Team execution			
Risk / compliance			

What should be repeated?

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What should be improved or stopped?

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What evidence changes the next campaign?

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12 / REFERENCE NOTES

Use Guidance

Use this checklist with leadership, marketing, sales, digital, operations, finance, service, and delivery. Adapt the level of detail to the campaign risk, investment, audience, and operational complexity.

Recommended working sequence

Step	Working action
01	Define the launch objective, offer, audience, action, and decision owners.
02	Approve the strategy, message system, proof, price, and campaign boundaries.
03	Produce, review, test, and organize all campaign assets.
04	Coordinate channels, timing, budget, ownership, and tracking.
05	Test the complete customer journey and operational response.
06	Conduct a documented go / no-go review.
07	Monitor performance, apply decision rules, and complete the post-launch review.

Final campaign quality check

- ☐ The campaign is built around one clear customer action.
- ☐ Claims and proof are credible, consistent, and approved.
- ☐ Every critical asset has an owner, deadline, and final version.
- ☐ The conversion journey works and is measurable.
- ☐ Operations can responsibly fulfill the expected response.
- ☐ The team knows what happens if performance is above, on, or below target.
- ☐ Learning is recorded and assigned to the next campaign.

Important: This checklist provides general business-planning guidance. Confirm advertising, privacy, consent, accessibility, consumer-protection, intellectual-property, contracting, tax, and other requirements for your campaign and markets.

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