



CHECKLIST | How to create an award winning campaign

The below checklist will help you create award winning campaigns

It's important to remember that each department adds structure to the business and should be held accountable for their piece of the puzzle. Everyone must work together to create a successful integrated campaign and expertise and skills should always be respected in order to achieve results.

- ☐ Define your strategy, goals and expectations in a brainstorm session.
- ☐ Use all teams across your business and don't focus on one department only.
- ☐ Make sure each team knows their responsibilities.
- ☐ Conduct weekly status meetings to keep all teams updated.
- ☐ Make use of Google Documents to track a project plan and make changes in real time.
- ☐ Set clear deadlines for each department and keep your teams accountable.
- ☐ Make sure all technology, applications and communication are readily accessible to all the individuals in the business.
- ☐ Choose one person responsible for putting the campaign together
- ☐ Implement the campaign.
- ☐ Track and measure the results achieved from the campaign.
- ☐ Get ready for success!