

Results Checklist

When you are *on the line for results*, use the Results Checklist to assure that you are designing a campaign that will work. We suggest you review this a few times with the advertiser as you advance toward a sale—and once again before the campaign kicks off to confirm you are on the same page.

1. Assignment

- ☐ Have we settled on a specific Assignment/Key Marketing Challenge?
- ☐ Is the advertiser eager to try a new solution?
- ☐ Is this Assignment important enough to the advertiser that they have allocated sufficient budget for the right solution?

2. Bright Idea

- ☐ Is there a Bright Idea tailored to the Assignment or is it simply a schedule?
- ☐ Is the advertiser enthused about the idea?
- ☐ Did they have a chance to improve and fine-tune the initial concept?

3. Marketing Strategy and Promotional Tactics

- ☐ Have you accurately identified the Target, Benefits Sought and Competitive Perceptions?
- ☐ Does the campaign introduce or reinforce a Strategy (*why buy*) that takes into account the Target, Benefits Sought and Competitive Perceptions?
- ☐ Is there a Tactic (*why now*) that reinforces and enhances the Strategy?

4. Interactive Support

- ☐ Have you considered all the Interactive options (Online, Mobile, Social, etc.) that allow the advertiser to interact directly with the consumer?
- ☐ Have you made the campaign Interactive—with an online component offering additional information and allowing for interaction?
- ☐ Have you made good use of the Interactive elements when it comes to the specific action you want the consumer to take?

5. Response Path

- ☐ Have you made clear the desired response or action you want the consumer to take (requesting more information, scheduling an appointment, etc.)?
- ☐ Is it easy and hassle-free?
- ☐ If it involves the website, is there an appropriate landing page with clear information on all the ways someone can take action?

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Nail down the **Assignment** and respond with a **Bright Idea**—backed by a **Marketing Strategy and Promotional Tactics** that enhance the Strategy. Be sure to include **Interactive Support**, a clear **Response Path**, compelling **Creative** and effective **Scheduling**. Before you present your No-Surprise Proposal, make sure you have a **Buyable Solution**, where **Accountability** measures are clear and **Implementation** will be effective.

6. Creative

- ☐ Will the Creative get and hold the attention of the consumer?
- ☐ Have you used the *Campaign Planning Form*?
- ☐ Have you compared the ad copy to the *Creative Checklist*?

7. Scheduling

- ☐ Will the Reach and Frequency levels get the consumer to respond?
- ☐ Is there enough allocated to the Interactive elements to move the consumer down the Response Path?
- ☐ Is there anything else the advertiser is doing during this same time period that will impact the schedule?

8. Buyable Solution

- ☐ Have you discussed everything that is important to the client (timelines, pricing, evaluation criteria, etc.)?
- ☐ Have you addressed every hesitation or does the advertiser still have some concerns?
- ☐ Are the Decision-Maker and all the Decision-Influencers fully invested in the plan and committed to its success?

9. Accountability

- ☐ Are post-sale expectations of both buyer and seller clearly defined and understood?
- ☐ Have you and the advertiser agreed upon a workable system to track the return on investment?
- ☐ Does the plan include follow-up monitoring, evaluation, and reporting on client satisfaction?

10. Implementation

- ☐ Have you and the advertiser reviewed the Critical Path to ensure effective Implementation?
- ☐ Have you had a conversation about how to handle unanticipated issues so they can be resolved quickly (who to contact, best way to reach that person, etc.)?
- ☐ Have you set a date to conduct an evaluation meeting?