

Campaign Planning Checklist

Use this checklist to plan and execute successful PR and marketing campaigns.

1. Campaign Strategy

- Define campaign objectives (awareness, leads, sales, etc.)
- Identify target audience and personas
- Set measurable KPIs and success metrics
- Determine campaign budget and resource allocation
- Establish campaign timeline and key milestones

2. Content Creation

- Draft press release and key messaging
- Create social media content for all platforms
- Develop visual assets (images, videos, infographics)
- Prepare email templates and sequences
- Write blog posts or supporting content

3. Media Outreach

- Build targeted media list by industry/geography
- Research journalists and personalize pitches
- Prepare press kit (fact sheet, images, bios)
- Schedule media outreach timeline
- Prepare spokesperson for interviews

4. Distribution Channels

- Schedule social media posts across platforms
- Distribute press release via newswire services
- Send email campaigns to subscriber lists
- Update website and blog with campaign content
- Coordinate with partners for co-promotion

5. Launch Execution

- Final review and approval of all materials
- Test all links and landing pages
- Schedule content across all channels
- Brief team on campaign messaging and FAQs
- Set up tracking and analytics

6. Monitoring & Optimization

- Track media coverage and mentions
- Monitor social media engagement and sentiment
- Analyze website traffic and conversions
- Respond to comments and inquiries promptly
- Adjust tactics based on performance data

7. Post-Campaign Analysis

- Compile campaign results and ROI analysis
- Document lessons learned and best practices
- Share results with stakeholders
- Archive campaign assets for future reference
- Plan follow-up campaigns based on insights