The Perfect
MARKETING
CAMPAIGN
Checklist

ABOUT DIGITALMARKETER

DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

Drive More Traffic,

Produce Stellar Content,

Write Emails That Generate Clicks,

...and

Become the Smartest Marketer in the Room.

INTRODUCTION

Tired of launching marketing campaigns that produce less than desirable results? Do you have good ideas that just keep falling short due to reasons that feel out of your control? Boy, do we have a solution for you! Use this checklist to determine if you're following all of the necessary steps to go from idea to launch so that you can start creating marketing campaigns that produce the results that you and your business deserve.

In this checklist, we will cover the 10-step approach to crafting a marketing campaign, modeled after the exact method that DigitalMarketer CEO, Ryan Deiss, has used to generate millions of dollars in revenue for multiple businesses. When done right, crafting a marketing campaign based using these ten steps will help you start to produce high quality leads and customers that will help you and your business grow.

☐ STEP 1:
DEFINE YOUR CORE OFFER

Have you defined your core offer? This is the flagship offer of your campaign, the offer you're most proud of. Identify the offer that you're ultimately hoping that people will purchase from you.

☐ STEP 2:
SPLINTER YOUR TRIPWIRE

Now that you've defined your core offer, it's time to create your Tripwire. What's a tripwire? Glad you asked! This is an irresistible, super-low ticket offer that exists for one reason and one reason only… to convert prospects into buyers. Have you decided on what you can splinter off of your core offer that is a low dollar, high-value offer that people will want to buy?

TYPES OF TRIPWIRES:

- Physical premium
- Book/report
- Software
- Small but Critical
- Webinar

STEP 3:
SPLINTER YOUR LEAD MAGNET

What's a lead magnet? A small chunk of value that solves a specific problem for a specific market that is offered in exchange for an opt-in. Have you identified your lead magnet yet?

TYPES OF LEAD MAGNETS:

- Case study
- Book/report
- Assessment/Test
- Cheat Sheets
- Toolkit/Resource List
- Answer their #1 question
- Quiz

STEP 4:
BUILD YOUR LANDING PAGE

This is the entry point to your funnel where you'll be offering potential customers your lead magnet in exchange for their email. There are plenty of places where you can build your landing pages such as Leadpages, Instapage, or ClickFunnels.

STEP 5:
BUILD YOUR THANK YOU PAGE

This is the page where you will offer your tripwire. After they opt-in for your lead magnet, you'll need to thank them for their previous action, introduce them to your brand, and tell them the next step (i.e. invest in the tripwire).

STEP 6:
BUILD YOUR UPSELL PAGE

This is the page where you sell your core offer. After they opt-in for your tripwire, you need to again, thank them for their purchase, give them some basic access instructions, bridge the gap (explain that they have a "part" of a much larger "whole"), and offer to "upgrade" their purchase.

STEP 7:
RUN A TRAFFIC TEST

This is the step where you create your Facebook Ad Campaign, install your facebook conversion pixels to track your conversions, find your target market, test multiple ad variations, and scale up with the highest performer.

STEP 8:
WRITE YOUR ENGAGEMENT E-MAIL SERIES

Once you have traffic running and you're turning strangers into customers, what do you do with those people who don't opt-in to buy the tripwire after seeing the thank you page? That's where an engagement series comes in. You have their email address now, so now it's time to target those who did not purchase your tripwire through an email campaign.

STEP 9:
WRITE YOUR ASCENSION E-MAIL SERIES

What about those other people who opt-in for the lead magnet, purchase your tripwire, but don't upgrade to your core offer? That's where the ascension series comes in. Target that bucket of people to start sending them more information about your core offer in hopes of getting them to upgrade to your core offer at a later date.

STEP 10:
CREATE YOUR PROFIT MAXIMIZER

At this point, you have some leads and sales rolling in. But, why stop there? At this step, it's time to increase your immediate average customer value. The easiest way to think about a profit maximizer is the famous trope, "you want fries with that?" Find a way to provide a topically relevant upsell to increase the value of each customer who purchases your core offer.

WHAT'S NEXT?

Now that you've identified the exact steps you should be approaching each of your campaigns with, it's time to dive into each of them in detail so that you can make sure to get the most out of this checklist.

If you want in-depth instruction on how to implement these steps and see successful examples of each, you're going to want to get access to the 21-Day Launch Plan. In the 21-Day Launch Plan, you'll get access to eleven in-depth modules that will help you craft each of these steps to start converting strangers into customers like you never have before.

For only $27 (or FREE with DigitalMarketer Lab Trial), you'll unlock 10+ hours of lessons from Ryan Deiss and Molly Pittman, who will show you exactly how to implement this strategy in your business today.

So, whether you're a founder, freelancer, agency, or a full-time marketing professional, if your goal is to level-up your marketing campaigns and your income… the 21-Day Launch Plan is the tool for you.

GET YOUR EXECUTION PLAN TODAY »