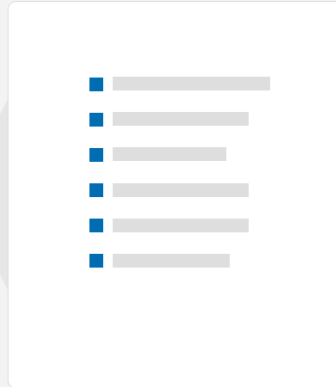


# Advertising Checklist

Before you launch your ad campaign, consult this checklist to make sure that both your ad and your message are right on target.



## Overview

- Have you defined your advertising objectives and written them down?
- What exactly do you want to communicate to your potential customers?
- How will you measure the effectiveness of your ad?
- Are you communicating buyer benefits?
- Have you strategized an advertising campaign?
- Is the timing right?
- Do you have a planned advertising budget?
- Are you prepared for a successful response?
- Have you asked suppliers about cooperative programs?
- Have you made sure that employees (if any) are informed of your goals?
- Have all appropriate employees reviewed your advertising and approved of it?
- What is your lead time for ad placement? Some newspapers require only a few days; some magazines require two months or longer.

## Specifics

- Does your ad present a central idea or theme?
- Does your message require a response?
- Have you told customers where and how to reach you?
- Is your ad clear and concise?

Is your ad consistent with your desired business image?

## Files

- Are you keeping files on all aspects of each ad?
- Where did the ad run? What were the results? (Number of sales? Sales increases?)
- Have you reflected/brainstormed/evaluated?
- What variables (weather; competition, etc.) have you targeted for further study?

## Competitors and Customers

- Are you watching competitors? (If advertisers repeat ads, try to determine why.)
- Are you listening to your customers? What do they want? What's important to them?
- What media are most cost-effective to reach your customers?

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