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 your 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 your 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?

Make and Share Free Checklists
checkli.com