

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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