

## DIGITAL CAMPAIGN STRATEGY CHECKLIST

- ☐ **Define Business Goals via Campaign Objectives**
- ☐ **Describe Customer Segments and Personas**
- ☐ **Understand Customer's Omni-Channel Journey**
- ☐ **Map Objectives to KPIs (Site, Search, Social)**
- ☐ **Determine Media and Creative Assets by Platform**
- ☐ **Analyze Data, Develop Insights**
- ☐ **Make Actionable Recommendations**
- ☐ **Re-Think Strategies and Iterate (Learn to Fail Fast)**