



WYNG FALL DIGITAL CAMPAIGN CHECKLIST

Whether you are thinking about launching a campaign for your brand or you are an agency brainstorming new ideas for your clients, the key to getting a successful campaign off the ground is in the planning.

We've put together an easy checklist and key questions to think about to help you get started on planning your next fall campaign.






STEP 1: GET INSPIRED

- What types of campaigns are you seeing from other brands and agencies?
- Are these campaigns applicable to your brand?
- Explore the Wyng campaign library [here](#)
- What can you learn from other campaigns to apply to your digital campaign?
- How are other brands using user-generated content to inspire customers?



STEP 2: SET YOUR FALL CAMPAIGN GOALS



- What are you trying to achieve? Brand awareness? More leads? More sales?
 - What needs to happen for this campaign to be a success?
 - What type of return-on-investment are you looking for?
 - Is this campaign for your brand or a client's brand?
 - What are your overall marketing goals for the year? Or quarter?
 - What measurable metrics can you use to measure the campaign's success?
 - What were some goals from previous campaigns?
 - What do you need to do to improve on results from previous campaigns?
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STEP 3: DETERMINE YOUR CAMPAIGN'S AUDIENCE



- Who is your campaign for?
- Will your campaign be for new, existing consumers, or both?
- How are your consumers currently interacting with your brand?
- What are your consumers saying about your brand?
- Can you easily target your intended audience?
- What are your consumers excited and motivated by?
- How have you engaged with your audience in the past?



STEP 4: SET YOUR BUDGET

- What is your total budget? How much have you spent to date?
 - How much of your overall budget can you afford to invest?
 - Are there ways to reduce out-of-pocket fees for this campaign?
 - Will you be allocating budget to promoting your campaign (traditional and/or social media spend)
 - Is this campaign part of a larger campaign's budget?
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STEP 5: DETERMINE YOUR TEAM'S CAPABILITIES



- Who will be working on the campaign?
- Do you have the tools and resources needed to launch the campaign?
- Do you need to work with any outside vendors?
- What is your campaign's timeline? Do you have the capabilities to launch on time?
- What technology partners or integrations will be needed to launch this campaign?

STEP 6: DEVELOP YOUR CAMPAIGN'S CONCEPT



- What type of digital campaign do you plan on running? UGC focused? Promotion?
 - Is your campaign a timely campaign or evergreen?
 - How long do you want to run the campaign for?
 - What special offer can you create that will motivate consumers to participate?
 - Are you more interested in social sharing or campaign engagement?
 - Do you have an event, product launch, or brand initiative planned?
 - Are you looking to secure media around your campaign?
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STEP 7: DETERMINE YOUR CAMPAIGN PROMOTION

- What marketing channels will your brand use? Are any more active than others?
- How do you normally engage your consumers?
- What channels are your consumers active on?
- Will you be hosting your campaign on your brand's website or its own landing page?
- If creating a unique landing page, will you promote the campaign on your brand page?
- Are you dedicating budget to promoting the campaign?
- Will you be working with influencers to promote the campaign?
- Are you going to use digital and traditional channels to promote your campaign? (e.g., social, broadcast, print and email marketing)



STEP 8: DEVELOP YOUR CAMPAIGN

- If you are collecting user-generated content, how will you be moderating submitted content?
- What technology are you using to create and host your campaign?
- Do you have in-house developers and creatives to help or will you need outside support?
- Is your concept doable using a drag-and-drop builder or do you need full-service assistance?
- Is your campaign creative eye-catching and compelling?






STEP 9: LAUNCH YOUR CAMPAIGN

- Where did you decide to publish your campaign?
- Are all teams involved notified and ready for the launch?
- Do you have all systems set up for tracking your campaign?
- Do you have a plan in place for any competing events or campaigns?
- Do you have the right legal and privacy policies in place?
- Schedule a launch call with any vendors and your dedicated success teams.



STEP 10: MANAGE YOUR CAMPAIGN

- How will you be responding to consumers participating in the campaign?
 - Do you have a strategy in place for optimizing your campaign if it is successful? If it is not?
 - How will you track all responses and submissions?
 - How will you be distributing your campaign's prize or offering?
 - How are you tracking ways to optimize your campaign for a better consumer experience?
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STEP 11: MEASUREMENT AND RESULTS

- What performed best? What could be improved?
- Did you hit your virality and engagement goals?
- How can you improve for next time?
- How are you reporting the results?
- What key learnings can you apply to your next campaign for better results?
- Do you have a measurement system in place to compare various types of campaigns?

Visit www.wyng.com/resources/ for case studies, ebook, and guides to help you launch your next digital campaign

