



LaunchPad  
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QC,  
APPROVE,  
SCHEDULE,  
LAUNCH.

# STAGE 6.

Adopt a strict quality control approach and check each asset and campaign flow. This will allow you to schedule campaigns into your content calendar with confidence and allow your campaigns to build up speed ready to be measured and optimised.

## QC

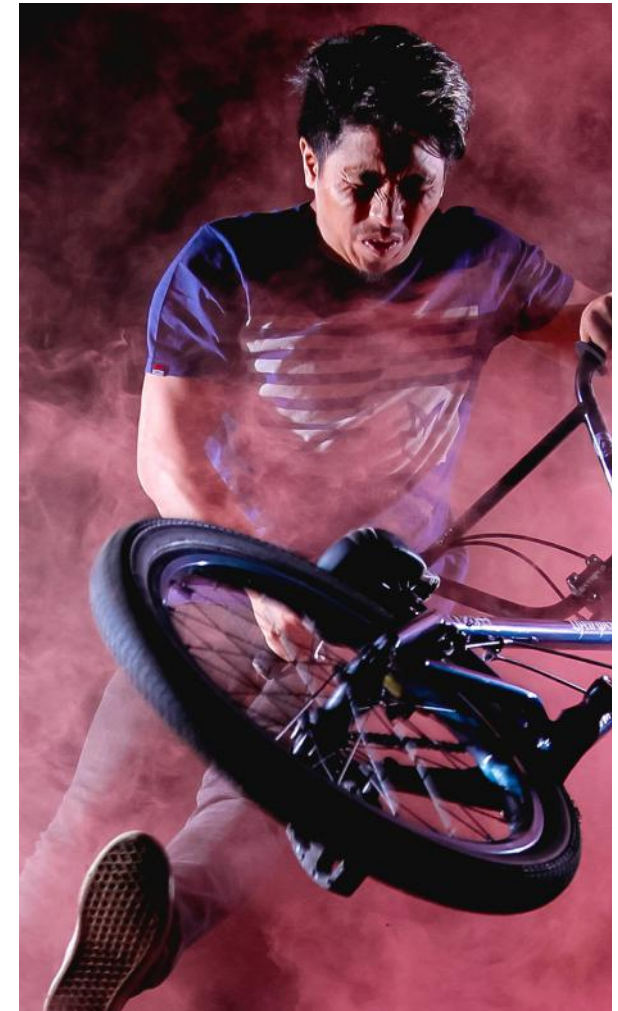
Quality control is essential to ensure all individual assets are married together to achieve the campaigns desired outcome. Consider these key quality control approaches to all your campaigns and these should be individual :

- Technical Assets: Checked for functionality (inc links) and system automation
- Design Assets: Checked for audience and goal relevance / congruence with impact
- Audio Visual Assets: Checked for audience and goal relevance / congruence with visual / sound quality
- Copy Assets: Checked for audience and goal relevance / congruence with spelling and grammar
- Team Training: Crib sheet handover training videos or scripts on how to use assets / campaign to be created and competency assessed
- Scheduling: Timings and relevance to other campaigns in play should be considered to avoid conflict

## APPROVE

Securing escalation approval from the client [agency QC process] or the person internally responsible for the performance of the campaign is essential, as is production and handover approval checklists. Implement a checklist for each stage as follows:

- Asset creator: For the asset creator to sign off against the asset brief
- Client: For the client to sign off against the Playbook brief
- Project Manager / QC: For the Project Manager / QC to sign off against the campaign briefPlaybook brief



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# SCHEDULE

Great campaigns require great scheduling, revert back to Playbooks and specifically the persona and buyers journey to establish the best scheduling channels and timings:

- Traffic Source: Paid or organic or affiliate, choose the solution from the Playbook
- Channel: Deliver unique channel specific content
- Day and Delay: Establish the most suitable day of the week and the delay between content
- Time: Establish the most suitable time of day
- Campaign Conflict: Ensure no cross campaign conflicts are applicable in your content scheduling
- Team Notification: Ensure the client team are expecting the campaign go live and are prepared with the right tools to service the campaign

# LAUNCH

The 'Gap' between the 'Idea' and successful 'Implementation' is bridged and Your campaigns are launched into the market and your campaigns are running. Adopt a post launch check to ensure every aspect is performing as expected.

- Check scheduling and links
- Check analytics initial performance 24 hours after launch
- Schedule task for analytics ongoing performance in line with the Playbook

# READY?

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