
Checklist

Digital marketing know-how

- I understand tracking and web analytics.
- I know the strength and purpose of various ad platforms.
- I keep myself informed on industry developments.

Measurement basics

- I have a process in place for campaign naming and UTM parameter tracking.
- My KPIs are set according to the purpose of each campaign.
- My KPIs and measurement are streamlined across channels, making channel comparisons possible.

Agencies and individuals

- I have evaluated more than one actor.
- I have met several individuals within the agency, and am satisfied I am working with the right talent.

Data ownership

- None of my campaigns are run outside owned advertising accounts.
- There is a data ownership clause in my agency contract.

Testing and evaluation

- I incentivise and push for constant testing.
- Before each test, I establish what success looks like.
- Structure set for agency follow-ups. Agenda, KPIs and measurement set.