

PHASE 1

audience

Does message speak to your target audience?

Were all versions/personas included?

creative

Does the creative speak to the messaging with pictures alone?

Does the creative match the target audience?

call to action

Does the recipient know what they are supposed to do?

Can the CTA be tracked?

offer

Is offer clear in messaging?

Is the offer compelling?

personalization

What personalized variables are used to make the message feel personal?

relevancy

Does the message speak to the target audience?

Is messaging timely?

branding

Were clients brand colors incorporated?

Was the logo included?

If client has tagline, was this used?

use of medium

Where applicable, make sure all the above is relevant based on which channel you are using to reach your audience. (Direct mail, email, social media etc.)

PHASE 2

preflight

Did internal seeds review and approve?

Determine any other parts that need testing

reporting

What information is the client interested in receiving (visitors, form submissions)?

Who gets live leads?

Does client want batched reports? (daily, weekly, monthly)

follow up process

To ensure success of leads that come in, it is necessary to discuss and define a follow up process for leads. Was this meeting conducted?

landing pages

- Did internal seeds review and approve?
 - Display desktop tested
 - Display tablet tested
 - Display phone tested
 - Goals and scores set
 - Title and favicon set
 - Google tag manger code
 - Landing page includes standard script for GURL pages & jquery in head
 - Landing page form name unique value for ad conversion codes
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thank you pages

- Display desktop tested
 - Display tablet tested
 - Display phone tested
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additional Items on landing/thank you pages

- All links work and tested
- Index unknown redirect set
- QR code goals and scores set
- Microsite URL & domain variable
- Gurl variable value is true if GURL
- Microsite schedule set