

# Campaign checklist: Enhance marketing performance to achieve operational excellence

Marketing can no longer risk missed opportunity to show its impact on the bottom line due to inefficient planning, spending, resourcing, or overall processes. As you prepare for your next campaign, keep this checklist handy to drive operational efficiency through each of your marketing programs and activities.

Step 1: Planning	Step 2: Production	Step 3: Execution	Step 4: Measurement:	Step 5: Optimization
<input type="checkbox"/> Alignment to sales goals?	<input type="checkbox"/> Campaign brief completed?	<input type="checkbox"/> Control groups established?	<input type="checkbox"/> Measurement frequency established?	<input type="checkbox"/> Sales metrics connected to optimization strategy?
<input type="checkbox"/> Budget allocation?	<input type="checkbox"/> Defined deliverables and ownership?	<input type="checkbox"/> A/B test established?	<input type="checkbox"/> Campaign analysis completed?	<input type="checkbox"/> Resourcing templates adjusted?
<input type="checkbox"/> Resources available?	<input type="checkbox"/> Spend forecast and commitments established?	<input type="checkbox"/> Post-campaign resources available?	<input type="checkbox"/> Attribution methodology defined?	<input type="checkbox"/> Change control logged?
<input type="checkbox"/> Established success criteria?	<input type="checkbox"/> Creative approval and testing completed?	<input type="checkbox"/> Back-up plan established?	<input type="checkbox"/> Additional funds required?	<input type="checkbox"/> Win Learn Change evaluation completed?

Read the full e-book: [5 steps to enhance marketing performance and achieve operational excellence](#)