



Checklist 12: Launching Your Tripwire Marketing Campaign

Project Name: _____

Date: _____

Yes No

Launching a marketing campaign aims at creating enough buzz and interest in the market and mostly among your target audiences. To this end therefore, launching your tripwire marketing campaign will not only work towards raising awareness of your offer but will further seek to get customer reviews and feedback regarding the offer. When launching your tripwire marketing campaign, it is imperative to combine myriad marketing avenues (including emails, social media ads, as well as paid ads to boost your reach across platforms. Typically, the first step in launching a marketing campaign requires one to define the purpose and goal of the campaign. Based on this therefore, this checklist addresses the factors to consider when launching your tripwire offer.

Step 1– Establishing your Goals and Identifying your Niche

- 1 What are the goals and objectives of your campaign?
- 2 Have you defined and identified your tripwire's target audience?
- 3 Have you researched communities targeted to your niche online?
- 4 What metrics and KPIs have you set in place to measure the results of your campaign?

Notes



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Step 2 – Establishing your Channels

5 Have you selected the channels for launching your campaign?

6 Have you considered running a social media marketing campaign?

7 Which platforms/channels are the most preferred by your target audience?

8 Have you determined the appropriate timeline for your campaign?

9 What is your budget for each of the distribution channels?

Step – 3 Distributing your Marketing Campaign

MUSIC GENRES

10 Have you considered paid ads such as native ads, PPC, paid social media ads, CPL, and influencer marketing?

Notes



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- 11 What are your selected earned distribution channels?

- 12 Options for earned distribution channels include PR outreach, publication exclusives, and outreach.

- 13 Which shared distribution channels have you selected for your campaign?

- 14 Have you blogged about the campaign?

- 15 Have you considered email campaigns for your tripwire?

- 16 Have you launched the campaign in your social media networks?

- 17 Are you sending newsletters to your list notifying them of the campaign?

Notes

When launching your marketing campaign, consider using free and paid tools in the market such as buyer persona generator, SMART Goal generator, and Market Research Kit to aid in the development of buyer personas and researching the market. In order to assess the impact and

Notes



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results of your campaign, use metrics such as conversion rates, time on page, click-through rates, bounce rates, opt-in rates, passive and active engagements, as well as the Cost per version.

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