

Marketing Checklist - Guarantee a successful print marketing campaign with this handy checklist!

- 1 Research new marketing trends, social media & news articles
- 2 Set a budget for your campaign including printing costs
- 3 Decide the audience and create a mailing list
- 4 Create a content calendar
- 5 Attend a brainstorming event
- 6 Finalise your campaign idea
- 7 Write a brief for your designers to follow
- 8 Write the content for your campaign
- 9 Design the content for your campaign
- 10 Review the campaign
- 11 Order the printed materials
- 12 Arrange the delivery or display for your campaign
- 13 Create a report to measure your campaign's success!

