

# CAMPAIGN PRE-FLIGHT

## ASK THESE QUESTIONS FIRST

### Are we making the right content for our audience?

Who is our audience, will this idea resonate with them?

Do I have a clear understanding of our goals and objectives?

What's our plan to achieve these goals with the campaign/content?

How are we measuring success, what are our key performance indicators?

### Are we sure the content will make an impact?

What channels should we share this content on?

How will we tailor the video for each platform? (aspect ratio, captions)

How are we using reports to show progress? How are we including organic feedback in our reporting?

How can we use that information to optimize the campaign moving forward?

### Are we set up for a smooth production?

Who needs to be on the creative team to execute this idea?

What kind of outside crew/talent do we need to bring in?

What access, equipment, or information does the team need in order to succeed?

Who else needs to be looped in to assist with scheduling and logistics?