

PRE-ADVERTISING CHECKLIST:

Activity	Status
Have you included the necessary and correct contact details? (telephone number, email addresses, website URL, physical address)	<input type="checkbox"/>
Have you checked the content of the advertisement in terms of correct spelling, grammar, punctuation, layout, design etc.? Have you checked that the branding displayed in the advertisement is correct in terms of size, colour, height-width ratio, proportions etc.?	<input type="checkbox"/>
Have you checked that the medium used is of high quality? (pixels of branding, quality of paper, display on various mediums e.g. mobile, tablet and monitors)	<input type="checkbox"/>
Have you checked that the advertisement meets the needs of your target market group / intended audience in terms of the offering?	<input type="checkbox"/>
Have you checked that the offering made in the advertisement is clearly understand / clearly communicated and promotes easy access to the offering?	<input type="checkbox"/>
Is there a sufficient platform setup for monitoring and measuring the performance of your advertising campaign? (e.g. Google analytics)	<input type="checkbox"/>
Have you allocated a fixed budget for advertising? Have you established the total advertising investment?	<input type="checkbox"/>
Have you checked that the advertising is consistent with the overall brand image and ethos of your company?	<input type="checkbox"/>
Have you considered similar advertising of competitors for your offering, and how your advertising is be different / stands out?	<input type="checkbox"/>
Have you been socially sensitive in your advertisement with respect to local communities / minority groups / race / religion / gender etc.?	<input type="checkbox"/>