

# Performance Marketing Campaign Checklist

By filling out the following checklist, our performance marketing team will have the information needed to run a successful and correctly targeted campaign.

## 1 Client Information:

- ☐ Name of Company: \_\_\_\_\_
- ☐ Company Website: \_\_\_\_\_
- ☐ Attached Insertion Order

## 2 What is the goal of the campaign?

- ☐ Site Visit
- ☐ Intelliapp
- ☐ Phone Calls
- ☐ Form Submission
- ☐ Form Submission and Phone Calls (totaling 100%) \_\_\_\_% Forms \_\_\_\_% Calls
- ☐ Other \_\_\_\_\_

## 3 Who is the target audience?

- ☐ Company Drivers
- ☐ Owner Operators
- ☐ Prospective Students
- ☐ Recent Graduates
- ☐ Team Drivers
- ☐ Other: \_\_\_\_\_

# PERFORMANCE MARKETING CAMPAIGN CHECKLIST

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## 4 Traffic Destination:

- ☐ Randall-Reilly Destination Default
- ☐ Client/Agency Owned Website
- ☐ Other: \_\_\_\_\_
- ☐ URL of Website: \_\_\_\_\_

## 5 Form Information:

Where will the short form submissions be sent?

- ☐ Email Address(es): \_\_\_\_\_  
\_\_\_\_\_
- ☐ Tenstreet ID: \_\_\_\_\_
- ☐ Requested Form Fields: \_\_\_\_\_

## 6 Phone Information:

- ☐ What is our tracking number for this campaign (will RR provide)? \_\_\_\_\_  
\_\_\_\_\_
- ☐ Client is available to intake phone leads: \_\_\_\_\_
- ☐ Time of Day: \_\_\_\_\_

# PERFORMANCE MARKETING CAMPAIGN CHECKLIST

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## 7 Performance Marketing Checklist:

- ☐ Main Feature or Benefit: \_\_\_\_\_  
\_\_\_\_\_
- ☐ Benefits/Features List: \_\_\_\_\_  
\_\_\_\_\_
- ☐ Qualifications/Requirement List: \_\_\_\_\_  
\_\_\_\_\_
- ☐ Additional Requested Page Content: \_\_\_\_\_  
\_\_\_\_\_
- ☐ Location (City): \_\_\_\_\_ Radius (Miles): \_\_\_\_\_
- ☐ Competitors (top 5): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 8 Creative Checklist (If Possible):

- ☐ Client Logo: \_\_\_\_\_
- ☐ Client Artwork/Photos: \_\_\_\_\_
- ☐ Client Supplied Banners: \_\_\_\_\_
- ☐ Additional Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_