



Content Alignment Prep Checklist

Strategy & Planning	
Define the campaign goal	<input type="checkbox"/>
Identify target audience segments	<input type="checkbox"/>
Develop key message or theme for the campaign	<input type="checkbox"/>
Choose a consistent tone and voice	<input type="checkbox"/>
Align content calendar across all channels	<input type="checkbox"/>
Messaging & Creative Consistency	
Ensure the main offer/promotion is identical across channels	<input type="checkbox"/>
Use consistent headlines, taglines, and calls to action	<input type="checkbox"/>
Match imagery, colors, and brand elements across formats	<input type="checkbox"/>
Cross-reference copy to avoid mixed messaging	<input type="checkbox"/>
Verify legal/compliance requirements	<input type="checkbox"/>
Digital Marketing	
Optimize for mobile and desktop	<input type="checkbox"/>
Include appropriate links (landing pages, product pages)	<input type="checkbox"/>
Adapt length and format for email, social, and ads	<input type="checkbox"/>
Add tracking UTM codes for analytics	<input type="checkbox"/>
Direct Mail	
Confirm print specs (bleeds, safe zones, resolution)	<input type="checkbox"/>
Include QR codes or URLs to drive digital action	<input type="checkbox"/>
Coordinate drop dates with digital campaign timeline	<input type="checkbox"/>
Personalize mailers when possible	<input type="checkbox"/>
Cross-Channel Integration	
Reinforce key messages across all touchpoints	<input type="checkbox"/>
Plan a cohesive user journey	<input type="checkbox"/>
Create clear handoffs between digital and physical touchpoints	<input type="checkbox"/>
Highlight cross-promotions	<input type="checkbox"/>
Content Production & Review	
Assign roles and deadlines for content creation	<input type="checkbox"/>
Conduct copy and design reviews for all formats	<input type="checkbox"/>
Check content localization	<input type="checkbox"/>
Proofread everything	<input type="checkbox"/>
Pre-Launch QA	
Test all digital links and QR codes	<input type="checkbox"/>
Verify print proofs before going to press	<input type="checkbox"/>
Walk through in-store display mockups	<input type="checkbox"/>
Double-check campaign scheduling across platforms	<input type="checkbox"/>
Post-Launch & Reporting	
Monitor campaign performance by channel	<input type="checkbox"/>
Gather team and customer feedback	<input type="checkbox"/>
Document learnings for future campaigns	<input type="checkbox"/>
Repurpose high-performing content	<input type="checkbox"/>