



CREATIVE DELIVERY

Campaign launch planner

A launch planner for connecting audience, message, assets, channels, owners, timing, checks, and learnings in one campaign view.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

A campaign is moving from idea to execution.

WORK THROUGH THE CHECKLIST

☐ 01 **Define audience and goal**

☐ 02 **Confirm message and offer**

☐ 03 **List required assets**

☐ 04 **Map channels and dates**

☐ 05 **Assign launch checks**

☐ 06 **Plan the review**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.