

Marketing campaign readiness record

Review one fictional or authorised campaign version before release. Record evidence, destination checks, approvals and follow-up. This is a planning aid, not a compliance certification.

Define and check

Campaign version reviewer and date

Audience purpose and release scope

Mark C for complete, W for work needed or N for not applicable.

Status	Check
	Audience and purpose recorded
	Next action and destination identified
	Message matches the service offer
	Factual claims checked against evidence
	Images and descriptions reviewed
	Permissions and approvals checked through the relevant process
	Destination and response route tested
	Mobile and keyboard route reviewed
	Privacy and tracking questions referred for appropriate review
	Release owner and follow up recorded

Record actions and release decision

Issue evidence and campaign location

Remaining action and responsible person

Approval review date and pause trigger

Original RDE practice aid. Personal and internal organisational adaptation permitted with Jefferson Otonbara Imgbi author credit retained. Keep restricted information in authorised systems. Use fictional examples. Do not enter passwords, recovery codes or restricted information in this document.