

The Data Driven Marketing Agency

12-Step Quick Start Checklist

Step 1: What are the overall goals of your data-driven campaign?

Step 2: What data do you need acquire to start your campaign?

Step 3: Where can you get the data you need?

Step 4: Define your ideal buyer (five primary data points?)

Step 5: What content will you need to create for your campaign?

Step 6: What marketing channel will you choose?

Step 7: What technology will you need for your campaign?

Step 8: Outline your team and what each will do in this process.

Step 9: What is your offer?

Step 10: What are your expected conversion rates at each stage of your campaign?

Step 11: What is the expected campaign completion date?

Step 12: How will you document your campaign progress for review?

Still have questions? Let's chat: [Chat with Roger](#)