

A B2B AD LAUNCH CHECKLIST

Most of the money wasted on B2B advertising is gone before the first ad runs. The list was old, or the landing page didn't exist, or nobody decided who'd call the leads back. Work through this before you turn anything on.

YOUR LIST

Who you're actually advertising to. This is the one that sinks campaigns.

- ☐ We know which specific companies we want, not just which industry
- ☐ Somebody has touched this list in the last six months
- ☐ We've checked how many of these contacts still work where we think they do

THE LANDING PAGE

Where people end up after they click. The homepage doesn't count.

- ☐ Every offer has its own page
- ☐ That page delivers what the ad promised, in the same words
- ☐ Someone has opened the page on a phone and it works

WHAT HAPPENS TO THE LEADS

The part everyone forgets about until leads show up.

- ☐ One named person owns follow-up
- ☐ We've agreed how fast follow-up happens, and the answer is hours
- ☐ Sales knows these leads are early. Someone who downloads a guide is curious, not ready to buy

THE MONEY

What you're committing, and for how long.

- ☐ We've committed three months, not one
- ☐ We're funding one or two channels properly instead of five badly
- ☐ We've decided ahead of time what we'll do if month one looks flat, and pulling the plug isn't on the list

HOW YOU'LL MEASURE IT

Settle this before the numbers start coming in.

- ☐ We're counting qualified leads, not form fills
- ☐ Whoever approves the budget agrees with us on what a qualified lead is
- ☐ We've written down what we expect to see at 30, 60 and 90 days



Couldn't tick them all?

Start with the list. Everything else here can be sorted out while a campaign is running. A bad list can't, and you'll spend three months paying to reach people who left those companies two jobs ago.

Media Gen Co. builds and verifies B2B target lists, including trade show exhibitor and industry directory data. Send us your list and we'll tell you what shape it's in.