

Marketing Campaign Submission Checklist

Team Name: _____

Period: _____

Project Manager: _____

Members: _____

(1) Market Analysis

- a. Format: _____
- b. How can I find it (If it is a website, give me the URL. If it is a Facebook page, tell me how I am going to access it – make it public and write down the link) _____

(2) Promotional Item

- a. What is it? _____
- b. What colony does it relate to? _____
- c. Why did you choose this item (how is it going to market to this colony/make people want to move there?) _____

(3) Electronic Deliverable

- a. What is it? _____
- b. What colony does it relate to? _____
- c. How can I find it (If it is a website, give me the URL. If it is a Facebook page, tell me how I am going to access it – make it public and write down the link, if you are going to email it to me, tell me that) _____

- d. Why did you choose this item (how is it going to market to this colony/make people want to move there?) _____

(4) Print Deliverable

- a. What is it? _____
- b. What colony does it relate to? _____
- c. How can I find it (If it is a website, give me the URL. If it is a Facebook page, tell me how I am going to access it – make it public and write down the link, if you are going to email it to me, tell me that) _____

- d. Why did you choose this item (how is it going to market to this colony/make people want to move there?) _____

(5) Other (Extra) Deliverable – If You Have One

- a. What is it? _____
- b. What colony does it relate to? _____
- c. How can I find it (If it is a website, give me the URL. If it is a Facebook page, tell me how I am going to access it – make it public and write down the link, if you are going to email it to me, tell me that) _____

- d. Why did you choose this item (how is it going to market to this colony/make people want to move there?) _____

