Template: Cross-Channel Marketing Campaign Checklist

Generated: 12/29/2025

Based on Article: "Cross-Channel Marketing: Collaborating with Influencers for Greater Reach"
Website: https://scaleblogger.com

A practical checklist to ensure successful collaboration with influencers for cross-channel marketing campaigns.

Checklist Items:

☐ **1. Confirm Platform Access**
Ensure you have admin-level access or verified business profiles for all platforms you plan to use (e.g., Instagram, YouTube, TikTok). This enables you to publish, tag, and measure content effectively.
Reference Section: What You'll Need / Prerequisites

☐ **2. Set Up Analytics Dashboard**
Establish a central analytics dashboard (like GA4 or platform-native analytics) to track traffic, conversions, and attribution across all channels.
Reference Section: What You'll Need / Prerequisites

☐ **3. Create Content Brief & Style Guide**
Prepare a one-page content brief that includes messaging pillars, CTAs, do's and don'ts, and examples. Include your brand's style guide to maintain consistency.
Reference Section: What You'll Need / Prerequisites

☐ **4. Develop Legal Templates**
Draft influencer agreements, NDAs, and usage-rights language that clarify deliverables, timelines, content rights, and payment terms as per local regulations.
Reference Section: What You'll Need / Prerequisites

☐ **5. Allocate Budget**
Create a detailed budget covering content fees, production, marketing amplification, and contingencies. Ensure clarity on financial allocations to prevent scope creep.
Reference Section: What You'll Need / Prerequisites

☐ **6. Define Campaign Objectives & KPIs**
Establish a SMART objective for the campaign, outlining specific, measurable, attainable, relevant, and time-bound goals, alongside mapping KPIs to channels and audience personas.
Reference Section: Step-by-Step: Plan Your Cross-Channel Campaign

☐ **7. Identify and Segment Influencers**
Use platform filters to search for influencers based on location, engagement, and content category. Segment them based on reach, relevance, and resonance to prioritize engagement.
Reference Section: Step-by-Step: Plan Your Cross-Channel Campaign

☐ **8. Design Content Pillars**
Define 3–4 content pillars (like awareness or education) and establish rules for repurposing content across channels to maximize reach and effectiveness.
Reference Section: Step-by-Step: Plan Your Cross-Channel Campaign

☐ **9. Coordinate Multi-Channel Content Creation**
Align the production schedules, content types, and messaging across channels and teams to ensure a cohesive launch and distribution strategy.
Reference Section: Execute: Coordinate Multi-Channel Content Creation

☐ **10. Conduct Post-Launch Analysis**
After the campaign, analyze performance against KPIs, drawing insights for optimization in future campaigns to improve measurable outcomes.
Reference Section: Optimize: Post-Launch Analysis and Iteration