PRACTICAL RESOURCE / OUTCOME DRIVEN

Customer-win campaign planner

Outcome Driven · Ashley Kays Rabbitt

Build one campaign around one customer need. The cooking theme is the invitation; the useful outcome is the point. Treat each assumption as something to check-not a guaranteed result.

1. Who are we trying to help?

Describe the role, situation, and problem-not just a broad demographic.

[Your notes]

2. What is their next useful win?

What should the person understand or be able to do after responding?

[Your notes]

3. What can we honestly promise?

Name the actual deliverable. Separate it from hoped-for performance.

[Your notes]

4. What will the campaign say?

Draft one headline, a useful explanation, and one call to action.

[Your notes]

5. Where does that promise land?

Specify the page, resource, eligibility, and mobile experience.

[Your notes]

6. What happens after the person responds?

Map delivery, optional subscription, useful help, and inquiry handling.

[Your notes]

7. How will the right people encounter it?

Choose one starting distribution route. Record the proposed test cap, not assumed spend.

[Your notes]

8. What would tell us it helped?

Define resource use, qualified inquiries, and delivery cost separately.

[Your notes]

9. What could go wrong?

Check unsupported claims, consent, inaccessible steps, and unconnected forms.

[Your notes]

10. Who owns the launch and review?

Set a review point and criteria for changing, stopping, or continuing.

[Your notes]