PRACTICAL RESOURCE / OUTCOME DRIVEN

Campaign-to-experience continuity check

Outcome Driven · Ashley Kays Rabbitt

Put the campaign promise next to every step that follows it. Wherever the language, the offer, or the next action changes, you have a candidate leak. Check it before buying more traffic.

1. What exactly did the campaign promise?

Quote the headline and the call to action.

[Your notes]

2. Does the landing page deliver that same promise first?

Headline, first screen, primary action.

[Your notes]

3. What does the form or signup ask for, and is it proportionate?

Fields, consent, effort.

[Your notes]

4. What arrives next, and does it continue the same task?

Thank-you page, email, resource, booking.

[Your notes]

5. What is the one useful next action after delivery?

Name it and where it lives.

[Your notes]

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6. Where does the language or task change?

List each break with the screen or message.

[Your notes]

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7. Which break will you fix first, and how will you know?

Change, metric, window.

[Your notes]
