✅ ChecklistGuro

Automotive Marketing Campaign Checklist

Campaign Strategy & Planning

Defining goals, target audience, and overall approach.

Campaign Goal(s)

Write something...

Target Audience Description

Write something...

Estimated Campaign Budget

Enter a number...

Campaign Type (e.g., Brand Awareness, Lead Generation)

- [ ] Brand Awareness
- [ ] Lead Generation
- [ ] Sales Promotion
- [ ] Remarketing

Campaign Start Date

Enter date...

Campaign End Date

Enter date...

Key Performance Indicators (KPIs)

☐ Website Traffic

☐ Conversion Rate

☐ Cost Per Acquisition (CPA)

☐ Return on Ad Spend (ROAS)

☐ Reach

Content Creation & Assets

Developing ad copy, images, videos, and other marketing materials.

Hero Image

⬆ Upload File

Headline Copy

Write something...

Body Copy

Write something...

Video File (if applicable)

⬆ Upload File

Call to Action Button Text

☐ Shop Now
☐ Learn More
☐ Get a Quote
☐ Book a Test Drive

Image Alt Text Keywords

☐ New Car
☐ SUV
☐ Truck
☐ Dealership
☐ Finance

Platform Setup & Configuration

Configuring accounts, pixels, and tracking parameters on chosen platforms (Google Ads, Facebook Ads, etc.).

Primary Advertising Platform

☐ Google Ads

☐ Facebook Ads

☐ LinkedIn Ads

☐ Instagram Ads

☐ Other

Google Ads Account ID

Write something...

Facebook Ads Manager Account ID

Write something...

Daily Budget (USD)

Enter a number...

Conversion Tracking Setup

☐ Complete

☐ In Progress

☐ Not Started

Pixel/Tracking Code Implementation Notes

Write something...

Audience Targeting & Segmentation

Defining and refining target audiences based on demographics, interests, and behaviors.

Age Range Minimum

Enter a number...

Age Range Maximum

Enter a number...

Gender

☐ Male

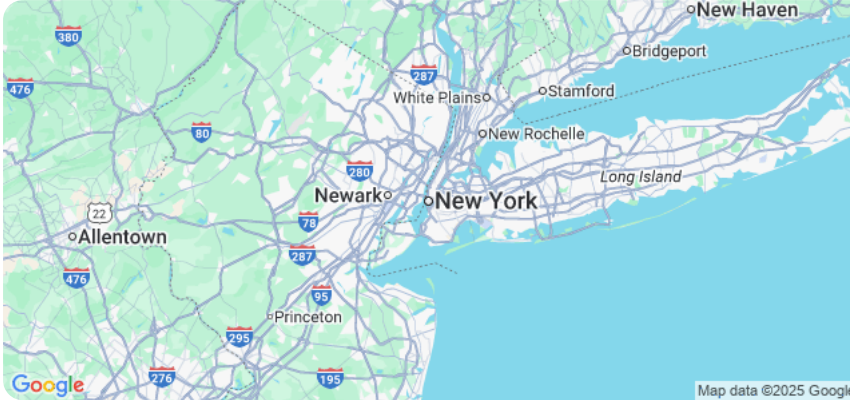☐ Female

☐ Other

☐ Not Specified

Interests (Select all that apply)

☐ Cars

☐ Trucks

☐ SUVs

☐ Automotive Technology

☐ Deals & Promotions

Income Level

☐ Under $50,000

☐ $50,000 - $100,000

☐ $100,000 - $150,000

☐ Over $150,000

☐ Not Specified

Target Geographic Area (Radius)

📍 Set My Current Location

Map data ©2025 Google

Budget Allocation & Bidding Strategy

Distributing budget across different channels and setting appropriate bidding strategies.

Total Campaign Budget

Enter a number...

Budget Allocated to Google Ads

Enter a number...

Budget Allocated to Facebook Ads

Enter a number...

Budget Allocated to Email Marketing

Enter a number...

Google Ads Bidding Strategy

☐ Maximize Clicks

☐ Target CPA

☐ Target ROAS

☐ Manual CPC

Facebook Ads Bidding Strategy

☐ Highest Volume

☐ Lowest Cost

☐ Cost Cap

☐ Bid Cap

Daily Budget Cap

Enter a number...

Campaign Launch & Monitoring

Activating the campaign and closely monitoring initial performance.

Campaign Start Date

Enter date...

Campaign Launch Time

Enter time...

Initial Daily Budget

Enter a number...

Initial Campaign Status

☐ Active

☐ Paused

☐ Scheduled

Impressions Goal (First 24 Hours)

Enter a number...

Click-Through Rate (CTR) Target (Initial)

Enter a number...

Launch Notes & Observations

Write something...

Performance Analysis & Optimization

Regularly analyzing campaign data and making adjustments to improve results.

Click-Through Rate (CTR)

Enter a number...

Conversion Rate

Enter a number...

Cost Per Acquisition (CPA)

Enter a number...

Return on Ad Spend (ROAS)

Enter a number...

Campaign Performance Tier (vs. Goals)

☐ Exceeding Goals

☐ Meeting Goals

☐ Below Expectations

Summary of Key Performance Observations

Write something...

Optimization Actions Taken

☐ Adjusted Bids

☐ Refined Targeting

☐ Modified Ad Copy

☐ Paused Underperforming Ads

☐ Other

Date of Optimization Review

Enter date...

Reporting & Documentation

Creating reports and maintaining documentation of campaign activities.

Report Generation Date

Enter date...

Total Impressions

Enter a number...

Total Clicks

Enter a number...

Cost Per Click (CPC)

Enter a number...

Conversion Rate (%)

Enter a number...

Summary of Key Findings

Write something...

Campaign Performance Report (PDF/Excel)

⬆ Upload File

Legal & Compliance

Ensuring compliance with advertising regulations and data privacy policies.

Applicable Data Privacy Regulations

☐ GDPR

☐ CCPA

☐ PIPEDA

☐ Other (Specify)

Summary of Legal Review

Write something...

Advertising Standards Compliance

☐ Ad Standards

☐ BBB

☐ None Required

Terms & Conditions/Privacy Policy Link

⬆ Upload File

Disclaimers & Disclosures

Write something...

Accessibility Compliance (e.g., WCAG)

☐ Compliant

☐ Not Applicable

☐ Partial Compliance (Details Required)