

## Online Campaigning Checklist

STEPS	TOOLS	Y/N
<b>1. IDENTIFY THE CORE ISSUE</b>		
	THE 5 WHYS	
	PROBLEM/SOLUTION TREE	
	THE 4-QUADRANTS OF CHANGE	
	CRITERIA EVALUATION	
<b>2. DEFINE YOUR GOALS AND OBJECTIVES</b>		
	VISIONING	
	GOAL GRID	
	S.M.A.R.T. OBJECTIVES	
<b>3. KNOW YOUR AUDIENCE</b>		
	STAKEHOLDER MAPPING	
	PERSONAS	
	GOOGLE TRENDS	
<b>4. PLAN YOUR CAMPAIGN ACTIVITIES</b>		
	ACTIVITIES OVERVIEW	
	CAMPAIGN PLANNING	
<b>5. CRAFT YOUR MESSAGE</b>		
	THE ONE-MINUTE MESSAGE METHOD	
	NAME IT	
	CONTENT FORMATS	
<b>6. BREAK THE INTERNET</b>		
	KEYWORD RESEARCH	
	CREATE YOUR CAMPAIGN PAGE	
	SOCIAL MEDIA CHANNELS	
	CONTENT STRATEGY FRAMEWORK	