// Operational Readiness Checklist

Is your business ready for a marketing push?

Run through the questions below before your next campaign launches. If any of them generates internal pushback or hesitation, pausing marketing until that's resolved might be your best bet.

COMMUNICATIONS + INTERNAL CLARITY

Everyone on the team should be able to answer questions about the campaign (and, if applicable, the new product/service) the same way.

- [ ] Can you answer this in one sentence: *What are we promising, and to whom?*
- [ ] Does everyone on the team agree? (across levels and organizational areas)
- [ ] Can everyone on the team repeat the same answers if asked?
- [ ] Are all execution and support teams trained on expectations? (marketing channel teams, sales, customer service, front desk or counter teams, etc.)

ALIGNMENT ON OBJECTIVES

- [ ] Is everyone aligned on campaign goals? (retention, client acquisition, education, awareness, etc.)
- [ ] Is everyone aligned on KPIs? (both what the metrics are and the target numbers)

OPERATIONS + ACCOUNTABILITY

- [ ] If X new customers walk through the front door, do we have inventory to support them?
- [ ] If X new leads come in this week, who owns them at every stage?
  - [ ] What does the hand-off look like?
  - [ ] What does the follow-up look like?
  - [ ] What happens in the first 5 minutes? 30 minutes? Hour? Day? Week?
- [ ] Do we have capacity to serve an X% increase in customers while maintaining product and service quality?

Not quite ready doesn't mean *Don't market yet.*

Build the foundation, run a small test campaign to surface the gaps, fix them, then scale.

Missing a few checklist items just means you have new information.

CÆSURA STRATEGY

contact@caesurastrategy.com
caesurastrategy.com