

Marketing Campaign Project Closeout Checklist

Campaign Deliverables

- ☐ All campaign materials delivered and approved _____
- ☐ Assets archived in shared repository _____
- ☐ Final campaign report completed _____

Performance & Results

- ☐ Key metrics collected and documented _____
- ☐ Budget reconciled and reported _____
- ☐ ROI/effectiveness analyzed _____

Stakeholder Communication

- ☐ Final report shared with stakeholders _____
- ☐ Client/management debrief held _____

Documentation & Lessons Learned

- ☐ Lessons learned documented _____
- ☐ Project files and documentation stored _____

Other Items

- ☐ Team offboarding completed _____
- ☐ Post-campaign meeting scheduled _____