

Marketing Campaign Asset WIP Checklist

Asset Overview

Campaign Name	
Target Launch Date	
Owner	
Status	
Notes	

Assets Checklist

Asset	Assigned To	Status	Due Date	Notes
Email Copy				
Landing Page				
Ad Banners				
Social Media Posts				
Video Content				
Press Release				

Final Review & QA

Task	Completed	Reviewer	Sign-off Date	Notes
Copy QA				
Design QA				
Links & Functionality QA				
Final Approval				