

## Launch Checklist

Start Here

PRE LEAD-GEN CHECK

PLAN

CREATE

ANALYTICS &  
TRACKING

GO-LIVE

- Access to LeadsHook
- Access to traffic source
- Access to create landing pages (E.g. Wordpress, FTP)
- Access to Email Service Provider (ESP) (E.g. API key)



**Working With Clients?  
START THIS PROCESS NOW!**

- Purpose of Campaign (e.g. lead gen, direct to sale)
- Campaign Angle (What is the conversation in the mind of your lead/customer?)

**Create As Many Appeals As You Can. Then Narrow Down To 1. Why 1? To Get Started ASAP! (You can always expand later)**

- Create Ad(s)
- Create Start Page (Optional)
- Create Questions & Answers
- Create Opt-In Form\* (Optional)
- Create A Results-Page
- Create Results (Recommended but optional)
- 'Attach' Results To Answers
- Create Quiz
- Create Answer & Opt-in Form Custom Fields
- 'Associate' Answer Custom Fields To Answers
- Establish Connection To ESP. Use Custom Field Mapper to Map Custom Fields to ESP
- Add ESP node to Quiz to automatically transfer leads
- Add Viral Element (Optional)

**\* You Can Add Form Fields Anywhere So An Explicit Opt-In Is NOT Required**  
**TIP #1! After an addition to quiz, PREVIEW. REPEAT.**

**TIP #2! Phone Sales? Add Emails For Immediate Notification.**

- Add Tracking
- Add Conversion/Retargeting Pixels At The Appropriate Location (e.g. Results-Page)
- Confirm Tracking/Pixels are Firing

**TIP! Use 'Events' For Granular Tracking (e.g. Events with FB Pixel).**

- Ensure Ads to Landing Page Congruency
- Add Quiz Embed Code To Landing Page(s)
- Adjust Quiz Background Colour Settings for Seamless Integration
- Update Ads and/or tracking system with Landing Page URL(s).
- ACTIVATE Quiz
- ACTIVATE Traffic
- TEST to Ensure Lead Captured and Transferred To ESP
- Ensure Leads Details Passed (if using Email Notifications).