

Executive Marketing Impact Checklist

A Leadership Framework for
Evaluating Marketing Effectiveness



Use this checklist to ensure every campaign is directly tied to measurable business outcomes, not just activity.

1 Campaign Overview

Campaign Name: _____

Campaign Type: _____
(e.g., Brand Awareness, Demand Generation, Product Launch, Retention)

Timeframe: _____

Campaign Owner: _____

2 Strategic Objective Alignment

Primary Objective (Select One):

- Brand Awareness
- Demand Generation
- Lead Acquisition
- Pipeline Acceleration
- Customer Retention / Expansion
- Market Positioning

Business Problem Being Addressed:

Strategic Alignment Check:

- Directly supports organizational goals (revenue, growth, market share)
- Targets a clearly defined audience segment
- Addresses a measurable gap or opportunity
- Differentiates from competitors

3 Measurable Impact Metrics

Primary KPIs (Tie to business outcomes):

- Revenue Contribution (\$ generated or influenced)
- Pipeline Contribution (qualified opportunities created)
- Conversion Rate (lead → customer)
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLV impact)
- Retention / Churn Rate
- Engagement Quality (likes, shares, meaningful interactions)

Secondary Indicators (Support metrics):

- Reach / Impressions (only if tied to awareness goals)
- Website Traffic Quality (time on page, bounce rate)
- Lead Quality Score
- Content Engagement Depth

4 Leadership Evaluation Questions

Strategic Relevance

- Does this campaign solve a real business problem?
- What specific business outcome is expected?
- Is this initiative necessary, or just activity?

Impact Clarity

- What does success look like in measurable terms?
- How will this campaign contribute to revenue or pipeline?
- What is the expected ROI or efficiency gain?

Execution Discipline

- Is the target audience clearly defined and prioritized?
- Is the messaging differentiated and insight-driven?
- Are we focusing on high-impact channels, not just multiple channels?

5 Performance Tracking & Accountability

- Clear baseline metrics established before launch
- Weekly or periodic performance review cadence defined
- Ownership assigned for tracking and reporting
- Real-time visibility into campaign performance (dashboard/reporting)
- Variance tracked between projected vs actual performance

6 Learning & Adaptation Framework

Performance Insights:

What worked (and why)?

What underperformed (and why)?

Key audience or market insights uncovered:

Optimization Actions:

- Messaging refinement
- Channel reallocation
- Audience targeting adjustments
- Creative or content improvement
- Budget reallocation

Next Steps / Iteration Plan:

• _____

• _____

7 Executive Summary (For Leadership Review)

- Overall Campaign Impact: _____
- Business Outcome Achieved: _____
- ROI / Efficiency Insight: _____
- Recommendation:
 - Scale
 - Optimize
 - Pause
 - Discontinue