



## Lamphills Transfer Advertising Strategy Checklist

Use this checklist to ensure your transfer advertising campaign is well-executed and delivers results.

- Partner Selection Criteria:** Here, ensure the partnership meets the following
  - Aligns with your brand values and mission.
  - Resonates with your target audience.
  - Has a trusted and respected reputation.
  - Has complementary strengths (e.g., strong in areas where your brand may lack).
- Campaign Goals:**
  - Clear objectives: Brand awareness, reputation boost, market expansion, etc.
  - Both parties benefit from the partnership.
  - Defined timeline for campaign execution.
- Audience Alignment:**
  - Partner's audience overlaps with your target demographic.
  - The collaboration feels natural and authentic to both parties.
- Messaging Consistency:**
  - Co-created content follows a unified brand message.
  - Both brands are clearly and consistently represented in all communications.
- Collaboration Elements:**
  - Co-branded content (blog posts, videos, social media campaigns).
  - Exclusive product/service launches.
  - Joint events, webinars, or live streams.
- Measurement & Metrics:**
  - Engagement rates: Social media mentions, likes, and shares.
  - Brand sentiment analysis: Monitoring positive/negative feedback.
  - Website traffic increase or lead generation.
  - Sales or conversions boost.

