



IS IT TIME TO MOVE YOUR CAMPAIGN UP?

A Strategic Readiness Checklist for Early Seasonal Launches

AUDIENCE SIGNALS

- ☐ Customers are browsing or buying ahead of schedule
- ☐ Email open and click rates are climbing early
- ☐ Social and search trends show pre-peak interest
- ☐ Previous early promos outperformed expectations
- ☐ Customers respond to value outside major sale days

PRODUCT & OFFER ALIGNMENT

- ☐ Items are seasonal or tied to time-sensitive use
- ☐ Bundles, exclusives, or pre-order perks are available
- ☐ Inventory can support early demand
- ☐ You can beat shipping delays or stockouts
- ☐ Competitor timing creates a window to stand out

EXECUTION READINESS

- ☐ Campaign assets are ready (email, paid, social, web)
- ☐ Messaging is tailored and scheduled across channels
- ☐ Segmented audiences are already warmed up
- ☐ Team bandwidth supports a multi-phase rollout
- ☐ You can test, optimize, and scale quickly



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PERFORMANCE PLANNING

- ☐ Tracking is set for early vs. in-window performance
- ☐ Budget can flex based on live results
- ☐ You have a post-sale strategy (upsell, retarget, loyalty)
- ☐ Success metrics are clear and benchmarked
- ☐ You're prepared to pivot if needed

TEAM & OPERATIONAL READINESS

- ☐ Cross-functional teams are aligned on timeline and goals
- ☐ Customer service is prepped for early inquiries or volume spikes
- ☐ Fulfillment and logistics can handle early demand
- ☐ Internal calendars won't conflict with other high-priority launches
- ☐ Leadership supports the shift in timing and resource allocation

WHAT YOUR SCORE TELLS YOU

- ☐ 8+ boxes: Go early and maximize momentum
- ☐ 4–7 boxes: Pilot a smaller early offer or VIP access
- ☐ <4 boxes: Stick with your usual timing—just tighten the execution