



BLACK DOG
MARCOM

CROSS BORDER CAMPAIGN ORGANIZER

PLAN SMARTER,
ADAPT LOCALLY,
DELIVER GLOBALLY.

YOUR STEP-BY-STEP FRAMEWORK FOR
GLOBAL CAMPAIGNS WITH LOCAL IMPACT.

BLACKDOGMARCOM.COM | 508.250.0241



1) Campaign Brief

- Campaign name: _____
- Markets/Countries: _____
- Goal(s): Awareness / Leads / Sales / Positioning (**circle**)
- Primary KPI(s): _____ Secondary KPI(s): _____
- Budget (total + by market): _____
- Timeline (start » end): _____
- Owners (global / local): _____



2) Market Selection Snapshot (per market)

- Market name: _____
- Audience size & key segments: _____

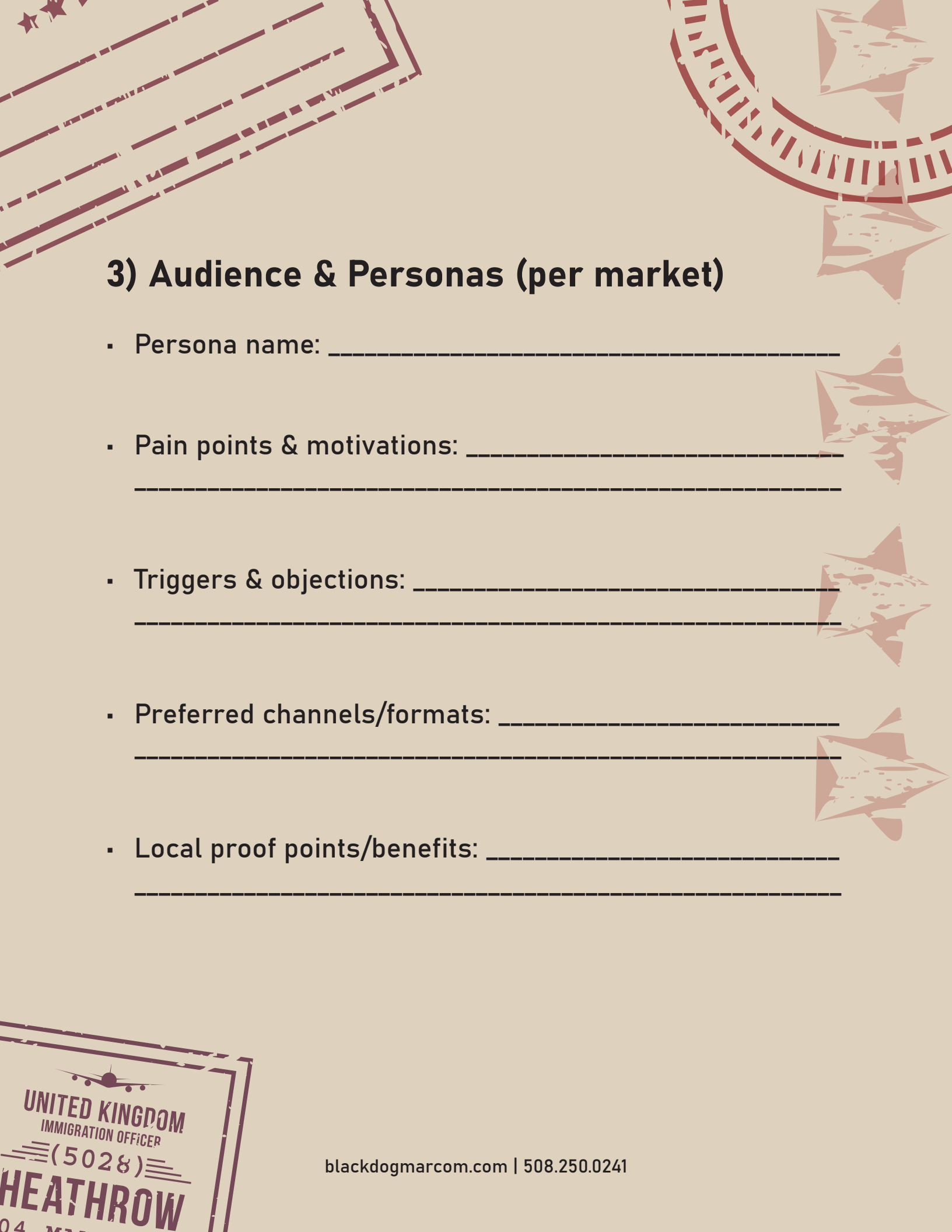
- Cultural notes (humor, imagery, color): _____

- Language(s) & dialects: _____

- Key competitors & positioning: _____

- Regulatory notes (ads, data/privacy, disclosures): _____





3) Audience & Personas (per market)

- Persona name: _____
- Pain points & motivations: _____

- Triggers & objections: _____

- Preferred channels/formats: _____

- Local proof points/benefits: _____



4) Messaging & Localization

- Global value proposition (immutable): _____

- Localized headline variants (<60 chars.):

Market A: _____

Market B: _____

- Localized CTAs (e.g. “Learn more”, “Order now”): _____

- Terms to use/avoid per market: _____

- Required disclosures/labels: _____

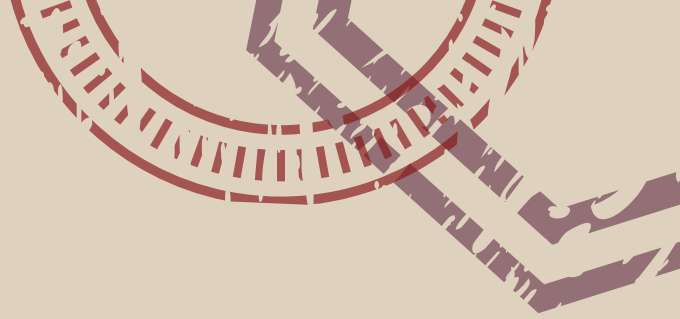
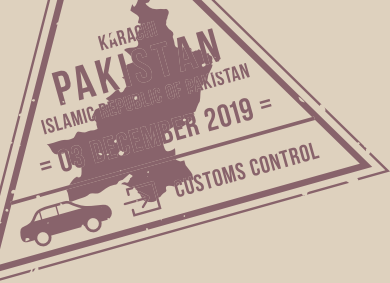
5) Creative Asset Matrix

Asset	Format/ Specs	Global Master	Market A Adaptation	Market B Adaptation	Owner	Due
Video (0:15)	1080x1920 MP4					
Static Image	1200x628					
Carousel	1080x1080 x5					
Landing Page	Localized copy					



6) Channel & Media Plan (per market)

Market	Channel	Objective	Targeting	Flight Dates	Budget	KPI
Example: Canada	Meta	Awareness	18-34, interests	Jan-Mar	\$5,000	CPM /Reach



7) Compliance & Privacy Checklist

- ☐ Data transfer & storage complaint? (GDPR/CASL/etc.)
- ☐ Cookie consent/local privacy banner set up
- ☐ Ad policy checks per platform/market
- ☐ Required disclaimers translated & approved
- ☐ Legal sign-off (global + local)

8) Localization QA

- ☐ Native-speaker review (copy & UX)
- ☐ Cultural sensitivity check (imagery, color, gestures)
- ☐ Date/time/currency/units localized
- ☐ Address/phone formats verified
- ☐ Link routes to local landing pages



9) Experiment Design

☐ Hypotheses per market (e.g. CTA tone, creator vs. brand):

☐ A/B assets + sample size thresholds: _____

☐ Hold-outs/geos for incrementality (if applicable): _____

10) Tracking & Analytics

☐ UTM schema (global + market): _____

☐ Pixel/conversion API installed & tested

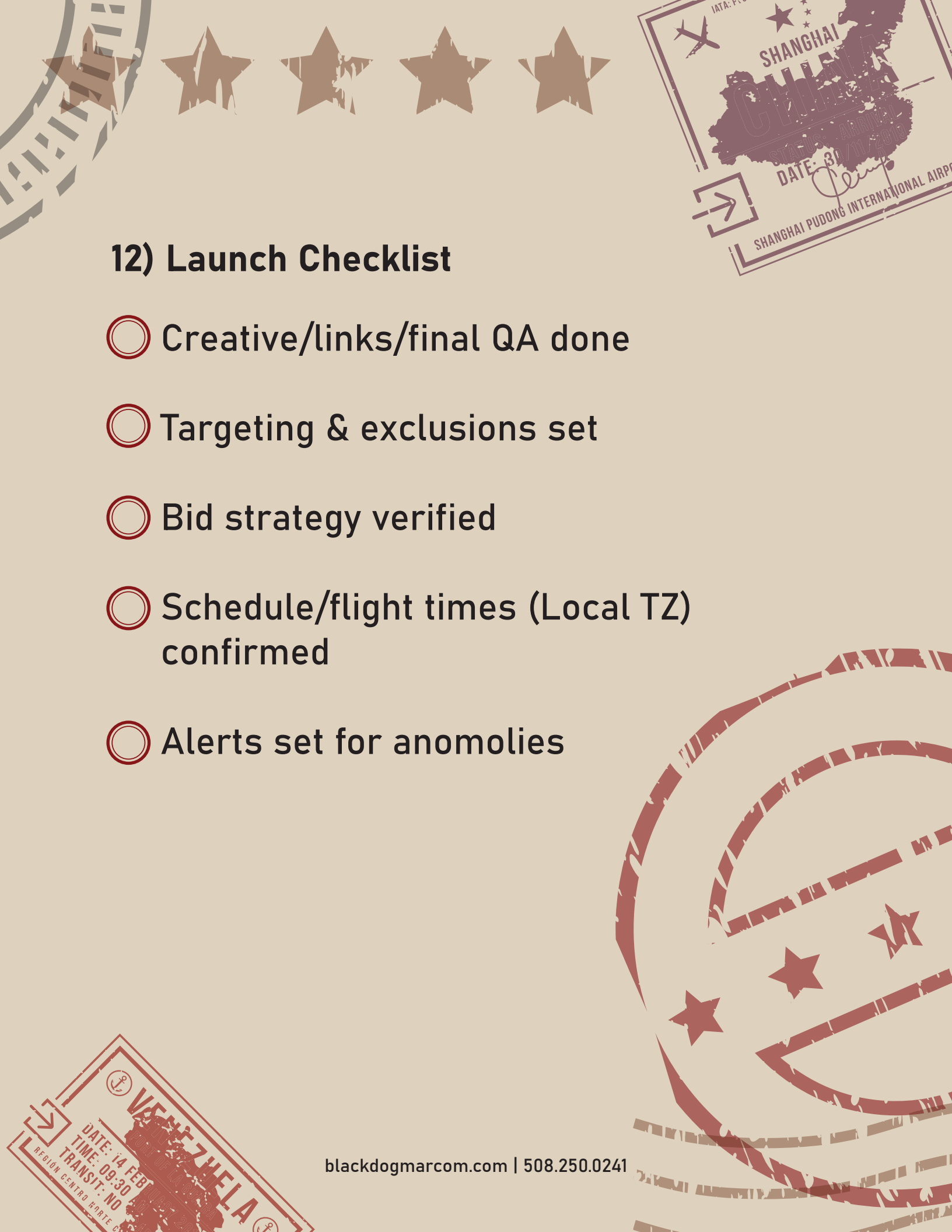
☐ Events mapped (view. add-to-cart, lead, purchase)

☐ Dashboard owner: _____

☐ Cadence: Weekly | Biweekly (**circle**)



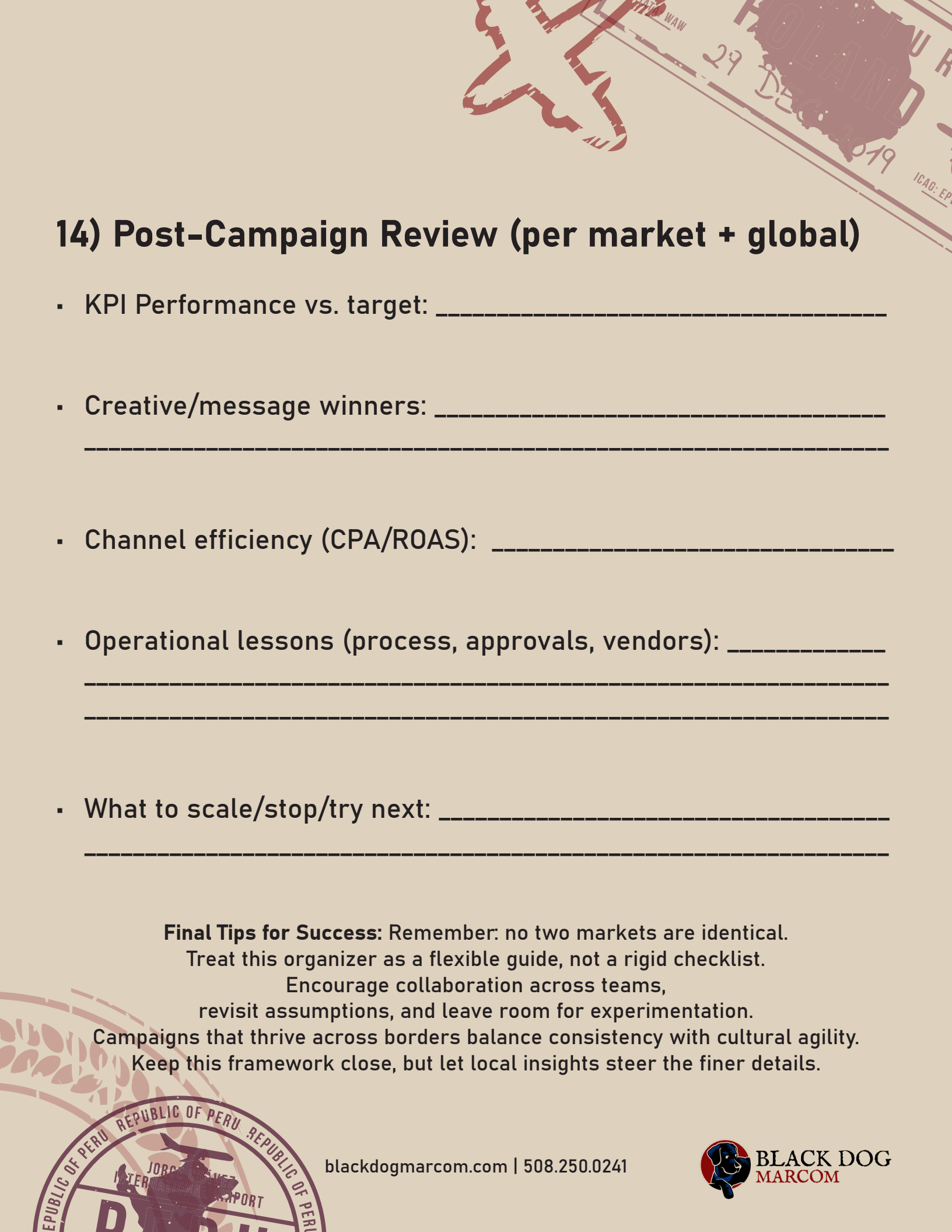
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12) Launch Checklist

- ☐ Creative/links/final QA done
- ☐ Targeting & exclusions set
- ☐ Bid strategy verified
- ☐ Schedule/flight times (Local TZ) confirmed
- ☐ Alerts set for anomalies

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14) Post-Campaign Review (per market + global)

- KPI Performance vs. target: _____
- Creative/message winners: _____

- Channel efficiency (CPA/ROAS): _____
- Operational lessons (process, approvals, vendors): _____

- What to scale/stop/try next: _____

Final Tips for Success: Remember: no two markets are identical.

Treat this organizer as a flexible guide, not a rigid checklist.

Encourage collaboration across teams,

revisit assumptions, and leave room for experimentation.

Campaigns that thrive across borders balance consistency with cultural agility.

Keep this framework close, but let local insights steer the finer details.