Evaluate a Marketing Campaign Worksheet

- Which scenario did you evaluate?

- Do you have enough data to determine if this campaign worked? If not, what's missing?

- What's your gut: does this look like a success?

- Did any outside factors (weather, emergencies, non-related competition) influence results?

- Can the results be clearly attributed to the tactic(s) used?

- Decision: Should they repeat as-is, tweak and try again, or drop it?

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