

### QUALIFICATION CAMPAIGN WORKSHEET

Campaign identification: \_\_\_\_\_

The purpose of this campaign is to move prospective customers from phase (X) to phase (Y):

- Visited Web site
- Talked to sales rep.
- Identified competition
- Scheduled on-site meeting
- Asked for quote
- Asked for detailed proposal
- Signed up for trial
- Identified selection committee
- Contract signed
- Product/service in use
- Other \_\_\_\_\_
- Other \_\_\_\_\_

The specific offers being made in this campaign include:

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Other media being used to make these offers:

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The primary target for these offers will be people who:

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The secondary target for these offers will be people who:

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This campaign will reach no fewer than \_\_\_\_\_ and no more than \_\_\_\_\_ people

There will be at least \_\_\_\_\_ and no more than \_\_\_\_\_ total messages in this campaign

The budget for this campaign is: \_\_\_\_\_

This series will commence on (date) \_\_\_\_\_ and end on (date) \_\_\_\_\_

Messages will be sent in order to arrive on (day of the week) \_\_\_\_\_ at (time of day) \_\_\_\_\_

Each offer will be no more than \_\_\_\_\_ lines in length

The format will be:

- Straight ASCII text
- HTML
- Both

Distinct offers will be created for the following audience segments:

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_

Specific offers:

- a) \_\_\_\_\_

Bridge page link: \_\_\_\_\_

b) \_\_\_\_\_

Bridge page link: \_\_\_\_\_

c) \_\_\_\_\_

Bridge page link: \_\_\_\_\_

d) \_\_\_\_\_

Bridge page link: \_\_\_\_\_

The copy for these messages is:

- In development
- Awaiting approval
- Approved

The messages will include links to:

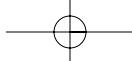
- Our homepage
- A bridge page (see offers above)
- Another Web site \_\_\_\_\_
- Other \_\_\_\_\_

The response plan is:

- In development
- Awaiting approval by \_\_\_\_\_
- Approved by \_\_\_\_\_

The testing plan is:

- In development
- Awaiting approval by \_\_\_\_\_



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Approved by \_\_\_\_\_

**The metrics of success  
used in this campaign will be:**

**Campaign will be deemed  
successful at (quantity):**

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