

INTERACTIVE CHECKLIST FOR CAMPAIGN MANAGEMENT

PRELIMINARY DEVELOPMENT		
	Process Document	Read the Interactive Services Website Development Process document.
	Team Members	Bring on Interactive Services staff member assigned as the lead on the website to help with all steps below.
	Discovery	Establish the project goals, expectations and identify any specific needs or requirements.
	Budget	Determine a budget based on discovery outcomes.
	Timeline	Allot an appropriate length of time based on discovery outcomes. (A Soft Launch, 30-days prior to campaign launch, is strongly recommended.)
	Keywords	Begin collecting a list of campaign keywords.
	Domain Name	Request that any and all possible domain names are registered.
	Project Bidding (RFP)	Sponsor-approved Request for Proposal (RFP) shared with at least 3 development partners. Review proposals, and make recommendation to the sponsor for awarding the project.
SITE DEVELOPMENT		
	Discovery/Kickoff	Work with partner to prioritize goals, content and functionality.
	Contract/Scope of Work	Agree on contract and scope of work with partner which includes budget, timeline and content requirements. Get all document signed.
	Sitemap/Wireframes	Get approved by sponsor (one round of revisions; final approval).
	Design Comps	Get approved by sponsor (two rounds of revisions; final approval).
	Initial Asset Handoff	Sponsor begins sharing copy and images they want to include in the site.
	Copy Inventory	Get approved by sponsor (two rounds of revisions; final approval)
	Photo Inventory	Get approved by sponsor (two rounds of revisions; final approval) (NOTE: only necessary when stock images are being purchased.)
	Final Approval	Get final approval from sponsor on all development documents. Ensure that all approvals (legal, government agencies (i.e. OASPA)) have seen the site documents and have given written approval.
	Final Asset Handoff	All assets (i.e. images, copy) hand off to web dev partner. (Basecamp or other file sharing platforms are recommended).
	Maintenance Plan	Make plan for post-launch maintenance. Contract with partner or prepare the sponsor (CMS trainings etc).
	Beta Site Review	Determine critical changes to the site. Test on all browsers. Get sponsor approval.
	Launch	Launch 2-5 days before the official campaign launch.(Soft Launch 30-days prior to campaign launch is strongly recommended for quality assurance and search engine saturation.)
MAINTENANCE AND ONGOING TASKS		
	Monthly or Quarterly Audits	Schedule meetings with interactive team members and sponsors to assess the sites performance and talk about optimization opportunities such as usability testing and site updates.