



# All systems go: The demand gen campaign pre-launch checklist

Before you hit launch on your next demand gen campaign, take a moment to run through this pre-launch checklist. It's designed to keep things on track, align your teams, and reduce surprises — so you can go live with confidence.

**Let's get started!**

## Strategy Alignment

Set clear campaign goals that map to business outcomes

Define your ICP: industry, size, roles, buying triggers

Map the buyer journey with touchpoints by stage

## Targeting & Data Setup

Clean and validate your contact lists

Segment audiences by intent, role, and stage

Apply suppression lists (customers, competitors, exclusions)

Work with RevOps to ensure suppression rules are correctly applied

## Messaging & Content

Tailor value props to current audience needs

Match content to intent:

- Awareness: eBooks, infographics
- Consideration: case studies, webinars
- Decision: demos, ROI tools

Plan nurture flows and lead follow-ups

## Activation Logistics

Set up UTM tracking and conversion goals

Test all landing pages, links, and files

Align Sales, RevOps, and CS teams with messaging & timelines

## Final Sanity Check

Walk through the full user journey yourself

Prepare a Plan B (extra content, targeting tweaks)

Confirm reporting cadence, team roles, and escalation paths



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what today's buyers expect?**



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