**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12087&utm_source=template-word&utm_medium=content&utm_campaign=Creative+Strategy+Checklist-word-12087&lpa=Creative+Strategy+Checklist+word+12087)Creative Strategy Checklist Template**

**LEARN THE BRAND**

**X**

Review the company’s brand guidelines.

**X**

Review the company’s social media platforms and website.

Review the company’s past creative strategies.

**READ THE CREATIVE BRIEF**

Ask questions, if needed.

Are the goals SMART?

Collaborate with stakeholders.

**DETERMINE THE STRATEGIC GOALS**

**CONDUCT A SWOT ANALYSIS**

Review the company’s past creative strategies.

Research market trends.

Review competitors’ strengths and weaknesses.

**WRITE A CREATIVE STRATEGY STATEMENT**

**UNDERSTAND THE TARGET AUDIENCE**

Survey current customers.

Research the competitors’ audiences.

Build a customer persona.

**WRITE THE USP**

Does it explain what makes the product or service different?

**WRITE THE CORE MESSAGE**

Does it emotionally connect to the audience?

**CHOOSE THE COMMUNICATION CHANNELS**

Do they align with where the target audience spends their time?

Does their format make sense for the content?

Do they align with the objectives?

**DETERMINE THE KPIs**

Connect with the financial team.

**SET A BUDGET**

Obtain approval.

**DETERMINE A TIMELINE**

**CREATE A CONTENT CALENDAR**

Include the content type, channel, publish dates/times, and person responsible.

**SHARE WITH STAKEHOLDERS AND TEAM MEMBERS**

Store in an easily accessible place.

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