

ADOPTER Media | Podcast Advertising That Works

From identifying goals to choosing the right creator , early decision points & planning will set your campaign up for success.

CAMPAIGN STAGE	CHECKLIST
Campaign Goals	<ul style="list-style-type: none">• Reach• Awareness & Education• Brand Lift• Conversion• Longtail
Identify Creator	<ul style="list-style-type: none">• Identify target audience demographics & interest categories• Shortlist creators based on niche, engagement, and brand fit• Review past sponsored content for tone and performance
Sponsorship Partnership Defined	<ul style="list-style-type: none">• Set up onboarding call with host and/or producer• Confirm sponsorship type• Anticipated deliverables & timelines discussed & included in contract• Identify expectations regarding video drafts, edits, reuse of content across other channels, restrictions (i.e. language, brand descriptions)• If applicable ensure product sample(s) mailed in timely manner
Brand Ad Copy	<ul style="list-style-type: none">• Draft a flexible ad script with key benefits & CTA• Include promo code, UTM, or QR instructions• Share visual or usage guidelines, if applicable• Allow time for questions and feedback
Performance Tracking Setup	<ul style="list-style-type: none">• Generate UTM links for all placements• Set up landing pages (mobile-first, fast-loading)• Create and test QR code (for Smart TV viewers)
Execution & Monitor Campaign	<ul style="list-style-type: none">• 7 Days• 30 Days• 45 Days
Post-Campaign Analysis	<ul style="list-style-type: none">• Analyze views vs. clicks, promo code, QR code use, and sales impact• Send post-purchase surveys (if available)• Reinvest in top performers or adjust strategy

If you want to build your own creator strategy, or contemplating whether YouTube sponsorships align with your brand's objectives and budget, [we can help](#).

