



BLACKDOG

**COVID-19 Marketing Relaunch Checklist For FAA Attractions
Presented by BlackDog Advertising
May 2020**

	Complete	Initials	Notes
Questions to Ask Yourself About your Attraction			
Is there a shift in who wants my products/services?			
Is there a shift in what type of product or service these customers want?			
Is there a shift in how customers want to receive my product/service?			
When will these customers be ready for my attraction again?			
How can my attraction innovate to fill changing needs?			
What is the best thing my business does?			
How can I do that to the best of my ability?			
Business Plan			
Campaign Document(s)			
Launch Strategy			
New Revenue Goals & Forecasts			
New Product Offerings/Pivot			
Rebranding (If Needed)			
Operations Plan (Hours, Staff, etc...)			
Paid Media Plan/Budget			
New Target Audiences/Early Adopters			
Reporting			
Set New Reporting Standards (Week To Week or Month to Month)			
Call Center/Phone Tracking (Changes To Hours/Ops/Volume?)			
Match each new goal, product, etc... with Reporting Metrics			
Add new Reporting tags to GA for Set Reporting Metrics			
Check that all Ad Pixels are on all website pages (Email, FB, GA, etc...)			
Website Content			
Add/Update Homepage Sections			
Identify Old Content/Things That No Longer Apply To Business			
Update Old Content/Things That No Longer Apply To Business			

Digital Placements			
Email Automation Programs, Update Deals Emails			
Review Adwords/Bing Search Ads Copy, URLs, Extensions			
Review Adwords Display Banners, Video Campaigns			
Review Social Media Ads, URLs, Copy			
Review Yelp/TripAdvisor, URLs, Copy			
Review Facebook, Twitter, Instagram, Pinterest			
Review Paid/High Traffic Listing URLs, Prices, Copy			
Review Google Business Listing Copy			
Review YouTube Videos, Description Copy			
Verify All Video Contents & Voiceover Still Apply			
Site Level Error Checking			
https://seositecheckup.com/ (Score 85 or better)			
Scan for & fix all Broken Links			
Test & Audit GA Click Events, Goals, eCommerce			
Google Search Console Web Crawl Errors			
Note Important Dates in Analytics			

If you have any questions, please reach out via blackdogadvertising.com/faa-covid