

Key Questions to Answer Before You Launch a Campaign

Use tools like mystery shopping and journey mapping to answer these questions and ensure the experience you deliver can live up to the promises your marketing makes.

The Strategic Foundation

- Are we truly ready to launch this campaign?
- Where are our true points of competitive differentiation?
- What are the biggest risks to our brand's reputation if we launch now?

The Patient Reality

- What is the dominant emotion our patients feel during their journey, and does it match our brand's intent?
- Which specific touchpoints pose the biggest threat to delivering on our brand promise?
- What are our patients' biggest unanswered questions?

The Marketing & Messaging

- What "bright spots" in the experience should our messaging emphasize for the greatest impact?
- What verbatim language do our patients use to describe their experience?
- Which communication channels are our patients actually using versus the ones we assume they are?

The Internal Landscape

- What operational issues must be fixed before we can confidently launch?
- Who are our most effective internal brand ambassadors (and detractors)?
- How can we use patient stories to get buy-in from other departments to make necessary changes?