CLIENT RESOURCES / EVERY SERVICE

Launch Approval Checklist

Review the finished work with us and approve the final details before launch or publishing.

Business / project

Contact name

- [ ] **Facts and contact details**
  Check names, descriptions, offers, dates, phone numbers, email addresses and links.
- [ ] **Copy and tone**
  Check spelling, grammar, clarity and whether the message sounds like your brand.
- [ ] **Images and materials**
  Confirm the selected assets, credits and any limits on how supplied materials may be used.
- [ ] **Design and formats**
  Check colours, logos, image choices, cropping, sizes and text placement.
- [ ] **Website checks, if applicable**
  Review the pages on mobile and desktop, navigation, contact actions and form delivery.
- [ ] **Publishing plan**
  Confirm the final files, channels, dates, schedule and who is responsible for publishing.
- [ ] **Scope and spending**
  Confirm agreed deliverables, remaining revisions and any separately approved ad spending.
- [ ] **Final approval**
  Share written approval of the finished work and keep a copy of the final files or launch details.

Notes or shared folder link