FREE AI RESOURCE

AI Gadget Pro

AI Marketing Checklist

30 actionable checks before you launch any AI-assisted campaign

BEFORE YOU START

- [ ] Defined the campaign goal in one sentence (awareness, leads, or sales)
- [ ] Identified the target audience and their main pain point
- [ ] Picked the AI tool that fits the task (writing, image, video, or automation)
- [ ] Set a clear budget for any paid AI tool subscriptions
- [ ] Checked the AI tool's usage rights for commercial content

CONTENT CREATION

- [ ] Wrote a specific prompt including format, tone, and length
- [ ] Generated 3+ variations before picking the best one
- [ ] Fact-checked any statistics or claims the AI included
- [ ] Edited AI output to match your brand voice
- [ ] Removed generic or repetitive phrasing common in AI text
- [ ] Added a genuine human example, story, or detail

VISUALS & VIDEO

- [ ] Confirmed image/video dimensions match the platform (e.g. 1080x1080, 9:16)
- [ ] Checked AI-generated visuals for distorted text, hands, or logos
- [ ] Verified visuals don't resemble copyrighted characters or real people
- [ ] Compressed final files for fast loading

BEFORE PUBLISHING

- [ ] Proofread all AI-written copy for errors and awkward phrasing
- [ ] Added a clear call-to-action to every piece of content
- [ ] Included tracking links (UTM parameters) where relevant
- [ ] Checked that all links actually work
- [ ] Disclosed AI use or affiliate links where required by platform/law
- [ ] Scheduled posts for optimal times for your audience

DISTRIBUTION

- [ ] Repurposed the content into at least 2 formats (e.g. blog + short video)
- [ ] Added relevant keywords/hashtags for discoverability
- [ ] Cross-posted to every relevant channel (site, social, email)
- [ ] Set a reminder to check performance in 48-72 hours

AFTER LAUNCH

- [ ] Tracked clicks, engagement, or conversions against your goal
- [ ] Noted what worked (hook, format, timing) for next time
- [ ] Archived high-performing prompts for reuse
- [ ] Responded to comments/questions within 24 hours
- [ ] Updated or removed content that underperformed after 2 weeks