MARKETING HANDOFF / 01

Objective and channel-role brief

Define the business job without promising a result or including audience data.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Project A neutral label

Objective A - no promised result

Audience description - broad only

Channel role A

Channel role B

Primary assumption to validate

MARKETING HANDOFF / 02

Deliverable, review and access map

Assign owners and boundaries. Do not enter credentials, IDs, tracking values or private data.

Strategy owner

Production owner

Distribution owner

Claim and disclosure review owner

Measurement owner

Minimum access and revoke question

MARKETING HANDOFF / 03

Safe brief readiness check

Confirm that the comparison brief is useful, reviewable and safe to share publicly.

- [ ] Write Objective A without promising a result.
- [ ] Describe the audience broadly without personal data.
- [ ] Assign one clear job to each proposed channel.
- [ ] Separate strategy, production, distribution and reporting.
- [ ] Keep credentials, account IDs and tracking values out.
- [ ] Name the responsible claim and disclosure review owner.
- [ ] Define measurement terms, source, owner and time window.
- [ ] Compare the same brief, dependencies, exclusions, fees and fit.

Neutral objective summary

Channel-role summary

Measurement terms to define

Preparation only. Confirm scope and terms with the professional.

MARKETING HANDOFF / 04

Questions to ask a digital-marketing provider

Capture concise proposal notes without adding credentials, personal data or unapproved claims.

Question 1 notes

Question 2 notes

Question 3 notes

Question 4 notes

Question 5 notes

Question 6 notes

Preparation only. Confirm scope and terms with the professional.

MARKETING HANDOFF / 05

Compare provider handoffs

Compare like-for-like briefs, documented boundaries and working fit rather than promised results.

Provider A - neutral label

Provider B - neutral label

Roles, deliverables and exclusions comparison

Measurement, access, fees, changes and fit

READY TO HEAR FROM PROS?

Create an account at PickYourPro.ai if you choose, start a Digital Marketing request and let participating pros compete with proposals. Keep credentials, identifiers, personal data, tracking values, confidential strategy and unapproved claims out of the request.

One request. Every pro's best offer.

Start a request

Participation varies. A private account, data and reviewer discussion may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/digital-marketing

Advertising and Marketing Basics (official reference)

Endorsements, Influencers, and Reviews (official reference)

Preparation only. Confirm scope and terms with the professional.