SIXTHDIVISION™

The Implementation Checklist

Build The Campaign Shell

Step 1: Name the Campaign
Quick Tips
1. ##. Division – Campaign Name.
2. Or Machine - ##. Division – Campaign name.

Step 2: Copy Milestones/Follow-up to Goals/Sequences in Campaign Builder
1. Start at "B2"
2. 1 full square between elements (2 if there's a decision diamond between them).

Step 3: Add Start and Stop Buttons
1. Replace the first goal with a start button.
2. Add a decision diamond after the start button.
3. Add a sequence after the first goal to push the start button.
4. Add a stop button to the end.
5. Add a sequence after the stop button to remove people from the play.

Step 4: Add an Internal Form
1. Name = Campaign Name: Update Form.
2. Add checkboxes to Start and Stop the play.
3. Add sequences from the internal form to Start and Stop the play.

Configure The Campaign Details

Step 1: Create Your Tags
1. This is not a creative exercise.
2. Use The Tagger.

Step 2: Configure Your Goals
1. This is pretty self-explanatory. Just do it.

Step 3: Configure Your Sequences
1. Add your Status and History track.
   a. First remove ALL statuses in the play.
   b. Then apply the appropriate status.
   c. Then apply any applicable history tags.

2. Add your Systems and Integration track.
    a. Remove any system tags that may have been used to start the sequence.
    b. Apply any other applicable system tags.
    c. Run any HTTP posts for any integrations you might be using (like PlusThis, etc.)
3. Add your Marketing and To-Dos track
    a. Copy this directly from your Executable Blueprint™.

Set up the Dashboards

Step 1: Create Your Saved Searches
1. This is not a creative exercise.
2. Create saved searches for all To-Do sensors
3. Create saved searches for All Statuses

Step 2: Create Your Dashboards
1. Top Left = Get These To 0 Before I Leave.
2. Middle/Right = Individual play summaries.