



Marketing Task Delegation Checklist

Are your marketing tasks working as hard as they should? In today's fast-paced environment, ineffective delegation costs you time, slows down projects, and can lead to burnout without you even realizing it.

This checklist gives you the exact blueprint top marketing leaders use to identify the right tasks to delegate, choose the perfect person,

communicate clearly, and ensure successful completion, fostering a more productive and engaged team.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note

down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Preparation & Planning

Identify the Task:

[] What specific marketing task needs to be delegated?

Define the Goal:

[] What is the clear, measurable objective of this task?

Outline Deliverables:

[] What are the exact outputs or deliverables expected from this task?

Assess Complexity & Skill

Required:

How complex is the task?

What specific skills, knowledge, or tools are required to complete it successfully?

Estimate Time & Resources:

How much time is expected for completion?

What resources (budget, access to tools, information) are needed?

II. Choosing the Right Person/Team

Evaluate Internal Team:

Who on the internal team has the necessary skills, capacity, and interest?

Is this an opportunity for skill development for someone?

Consider External Resources:

Is this a task best handled by a freelancer, agency, or specific software/

automation?

Have you vetted the external resource's expertise and reliability?

Assess Workload &

Bandwidth:

Does the chosen person/team have the current capacity to take on this task without being overwhelmed?

III. Effective Delegation

Clear Communication of

Instructions:

Have the task's goal, deliverables, and importance been clearly communicated?

Are specific step-by-step instructions provided if needed?

Provide Necessary Context & Resources:

Has all relevant background information, brand guidelines, access to tools, and data been

provided?

Are examples of successful similar tasks provided?

Set Expectations:

Are deadlines clearly communicated?

Are reporting requirements (e.g., daily check-ins, weekly updates) defined?

Authority & Autonomy:

Has the individual/team been given appropriate

authority to make decisions
within the task's scope?

Is it clear how much
autonomy they have?

Risk Management:

Are potential challenges
or roadblocks discussed in
advance?

Is a plan in place for what
to do if the task goes off
track?

IV. Monitoring & Support

Regular Check-ins:

Are scheduled check-ins or progress updates planned (not micromanaging, but supportive)?

Provide Feedback & Guidance:

Is constructive feedback offered throughout the process?

Are questions answered promptly?

Remove Obstacles:

Is support provided to remove any obstacles preventing task completion?

Review & Approval Process:

Is a clear review and approval process defined for the final deliverables?

V. Post-Delegation Review

Evaluate Outcome:

Was the task completed successfully and did it meet

the defined goals?

Was it completed within the timeline and budget?

Provide Recognition &

Feedback:

Is positive feedback given for successful completion?

Are lessons learned discussed for future delegations?

Document Process:

Is the delegated task process documented for future reference or training?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing

Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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