

Where to Add Campaign Tags: A Comprehensive Checklist

Digital Paid Advertisement

- Google AdWords
- Bing Ads
- Other search engine ads
- Full page takeover ads
- Social media ads
- Promoted social media posts
- Native Ad networks
- Display networks
- Comparison Shopping Engines
- Streaming video ads
- Streaming audio ads
- Mobile/App ads
- Hyperlocal or niche website advertising
- Other digital advertising

Offline Advertisement

- Billboards
- Brochures
- Business cards
- Print mailings
 - Postcards, offer letters, newsletters, other print/direct mail
- Print advertisement
 - Magazine spreads, newspaper ads (including job listings), placemat ads, printed map ads, program ads, other print advertisements
- Tradeshow handouts
- Other print materials
- Television ads
- Radio ads
- Podcast ads
- QR code

Natural PR and Marketing Links

- Social media profile links
- Natural social media posts (the ones you don't pay to promote)
- Sponsorships
- Guest blog posts
- Social cross-promotion
- Local listings
- Slideshare
- Job listings
- PDF documents, such as white papers
- eBooks
- Affiliate links
- Feeds
- Press releases
- Other controlled web links

Emails - Marketing, Customer Service, General

- Email auto-responders
- Template responses
- Customer service general email responses
- Email signatures
- Email marketing & newsletters
- Other emails

Employee Communication

- Job listings
- Blog posts
- Internal email communication/announcements
- Intranet links to main website (if tracked separately)
- Other employee communication links