CHAPTER 10 CHECKLIST

Ads and Marketing

- [ ] Read the current pharma and telehealth policy for each platform you will use (Re-check before publication.)
- [ ] Get the certifications and authorizations those platforms require
- [ ] Start an email list before your first ad
- [ ] Affiliate program set up with tracked links or codes, written terms and disclosure rules
- [ ] Affiliate payment structure reviewed by counsel
- [ ] Campaign naming convention and link parameters agreed
- [ ] Conversion events chosen that carry no health information
- [ ] Health information removed from URLs, titles and events visible to tracking tools
- [ ] Text-message consent wording reviewed and consent records stored (Re-check before publication.)
- [ ] Testimonials real, typical or labeled, and disclosed if paid
- [ ] Have every ad reviewed against your claims list by your named approver

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