

CREATE **Intermediate** 30 MIN · UPDATED 2026-09-30

Create a marketing “bill of materials” for a launch.

Coordinate every asset a campaign needs across channels into one build list with owners and dependencies.

MICROSOFT 365

Word

Planner

WORKS WITH

ChatGPT

Claude

Copilot

Business Outcome

No launch asset gets forgotten until the week it's due, because the full list exists from day one.

Workflow Steps

Step 1: Describe the campaign and its channels

Word

List every channel the launch will run on — email, social, paid, landing page, sales enablement — since the asset list depends entirely on where the campaign shows up.

Step 2: Ask Copilot to build the full asset list

Copilot

ChatGPT

Claude

Have it think through every channel's specific asset needs, not just the obvious hero pieces.

PROMPT

This launch runs on email, paid social, a landing page, and sales enablement. List every asset needed for each channel – from hero creative down to smaller things like alt text and UTM-tagged links – and suggest a reasonable owner role for each.

Step 3: Turn the list into Planner tasks

Planner

Create a Planner bucket per channel and add each asset as a task with its owner and a due date calculated backward from launch day (allow extra lead time for anything needing legal or brand review) – a flat task list with no buckets or dates just becomes another document nobody checks against.

Step 4: Review for channel-specific gaps

Planner

Check the list against a completed past launch – if a category of asset shows up there but not here, it may have been missed.

✓ Check the work

- Compare the generated list against a previous launch's actual asset list to catch anything missing.
- Confirm every item has a real owner assigned, not a placeholder.
- Check due dates work backward correctly from the actual launch date.

Expected Outcome

A complete asset list for the launch, with owner and channel assigned to every item, synced into Planner tasks.



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