

TikTok Mini-Drama Launch Checklist: From Brief to Episode 1

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Stage 1: Choose the model and assess readiness

From brief to episode one, with a separate review after launch. Complete the relevant pre-launch checks on pages 1-3. Use page 4 after publishing; post-launch results are not a prerequisite for episode one.

Campaign: _____ Owner: _____

Choose the business model

Model	Primary objective and reporting
Branded entertainment	Attention, brand recall or consideration. Define the audience, distribution and suitable engagement or brand measurement.
Shoppable content	Product sales. Confirm product tags, store readiness, attributed orders, returns and margin reporting.
Monetized drama publishing	Revenue from drama purchases or ads. Confirm publishing approval and revenue reporting. Growth Max applies to eligible drama content.

Readiness scorecard

Score each row: **5 = ready with evidence**; **3 = plausible but work remains**; **0 = absent or blocked**.
Record the evidence or next action. Use audience activity and interest, rather than age or category alone.

Criterion	Evidence / next action	Score
Narrative fit	Credible characters, conflict and an affordable story arc.	___ / 5
Production capacity	Team or partner ready to script, cast, edit and maintain continuity.	___ / 5
Measurement / access	Objectives, reporting and required publishing access confirmed.	___ / 5
Audience activity	Evidence that the target audience uses TikTok and may value the story.	___ / 5
Test budget	Production, rights, distribution and measurement funded; learning allowance approved.	___ / 5

Apply blockers first: Any zero means **Pause**, regardless of the total. A 3 for production, measurement/access or budget caps the result at **Test-and-Learn**. Resolve these conditions before commissioning the full pilot.

Then apply the total: 18-25 suggests a pilot when essentials are ready; 10-17 suggests test-and-learn; 0-9 suggests pause. This is Sociallyin's editorial readiness framework, not an ROI prediction.

Total: ___ / 25 Decision: _____ Next action: _____

Stage 2: Confirm scope, access and budget

Before committing production or distribution spend, document the scope and who owns each approval. Sponsorship, co-production and an owned series have different responsibilities.

- ☐ Write the premise, lead characters, central conflict and product role. Choose episode count and runtime to fit the story and budget. Five to eight episodes of 60-90 seconds is an illustrative pilot, not a minimum or a platform requirement.
- ☐ Confirm cast, locations, scripts, continuity lead, editing deliverables, captions, release cadence and approval rounds. Assign an owner for audience and performance reporting.
- ☐ Agree talent and music rights, ownership, territories, usage term, paid amplification, creator permissions, renewals and cancellation/reshoot terms.

Apply the relevant access checks

Route	Confirm before release
Brand / creator / retailer channels	Account permissions, placement commitments, content approvals and access to reporting. For commerce, test the product and checkout route.
Drama Center	Organization and business verification; vendor/payment details; approvals and required contract; associated TikTok account and Series permissions.
Mini Program	Developer organization and app; business/publisher review; monetization setup; development and testing; release review. Confirm additional US requirements where applicable.

Check current account and market eligibility with TikTok. Global availability does not mean automatic publisher approval. For eligible monetized content, confirm Growth Max setup and drama revenue reporting separately.

Itemized pilot budget

Cost line	Approved amount / supplier
Scripts and creative development	_____
Cast, crew, locations and production	_____
Editing, captions, sound and versions	_____
Talent, music and other usage rights	_____
Distribution / creator placement / paid media	_____
Measurement / platform or development work	_____
Contingency and approved learning allowance	_____
TOTAL (include applicable taxes and fees)	_____

Compare quotes against identical deliverables and rights. Separate paid media from production, avoid counting creator fees twice, and identify fixed commitments before agreeing what can change mid-series.

Stage 3: Approve episode one for launch

Complete the checks for your chosen model. Mark irrelevant items N/A in your project record. Publishing a branded or shoppable series does not automatically require Growth Max.

Creative and audience experience

- ☐ Review scripts and episode one for the agreed story, brand voice, continuity and product integration. Check captions, readable on-screen text, audio, thumbnails and numbering.
- ☐ Make the opening understandable without sound and prepare alternative hooks to test. Choose production style and runtime as testable creative choices.
- ☐ Test episode discovery and the next-episode journey. For monetized publishing, test the applicable ad-unlock or payment journey; for commerce, test product tags and checkout.
- ☐ Confirm current content/ad requirements and relevant usage permissions. Obtain the internal approvals required for this campaign before publication.

Measurement and distribution

- ☐ Name the primary business objective, data source, reporting owner, comparison period and decision threshold. Separate engagement, product sales and drama revenue.
- ☐ Confirm analytics and the tracking needed for the chosen campaign. Use Pixel or app SDK integrations only where the actual web/app objective requires them; they are not universal drama-publishing prerequisites.
- ☐ For eligible monetized publishing: confirm approved content and assets, monetization reporting, campaign settings and budget. TikTok calls the product Growth Max: Micro-series; documented events include Day-0 drama purchase value and ad-revenue value.
- ☐ Approve the release and promotion sequence. Validate that the published content opens correctly before directing paid traffic to it. Do not require a campaign to spend before its destination is available.

Set the review before filming finishes

- ☐ Schedule a review after episode three (or a point suited to your release plan). Record minimum evidence, spend limits, data quality checks and who can approve a change.
- ☐ Agree which changes are possible: trailers, opening edits, captions, thumbnails, release timing and paid distribution. Price any reshoots or rights extensions separately.
- ☐ Record a plan for already committed production costs. Pausing promotion does not recover those costs or necessarily require abandoning the story for existing viewers.

Pre-launch sign-off

Essential blockers resolved: Yes / No Relevant checks complete: Yes / No

Campaign owner: _____ Approver: _____

Release date: _____ Review date: _____

If an essential is missing, pause and resolve it. Validate revenue and review performance after launch (page 4).

Stage 4: Review after launch

Validate reporting after publishing, then review engagement alongside the chosen business objective and spend. Use the findings to adjust distribution and decide whether to fund another arc.

Measure	Data and interpretation
Completion / watch time	Use video analytics and compare similar runtimes and paid/organic exposure. Test hooks, pacing and edits.
Returning viewers	Use a returning-viewer or cohort report where available. Episode-two views divided by episode-one views is a volume ratio, not proof that the same people returned.
Product sales	Use commerce reporting with a stated attribution window. Review orders, returns and contribution margin; use an appropriate comparison or holdout for incrementality.
Drama monetization	Check publisher and Growth Max reporting. Reconcile purchases and ad revenue; distinguish Day-0 revenue from lifetime value, costs and profit.
Incremental reach / lift	Use deduplicated audience measurement or an appropriate controlled study. Reach totals alone do not establish additional outcomes caused by the campaign.

- ☐ Verify data sources, attribution windows, campaign assignments and reporting delays. Record unavailable metrics rather than substituting an unsupported proxy.
- ☐ Compare the agreed thresholds with actual results and total spend. If data is insufficient, specify the evidence and capped spend needed for the next decision.
- ☐ Decide: continue, revise creative/distribution, pause paid promotion, or decline another series. Document remaining obligations and the approved next action.

Review record

Actual spend: _____ Primary result: _____ Data period: _____

Decision / reason: _____

Next action / owner / date: _____

Sources and current setup guidance

Platform details can change. Confirm current eligibility and instructions before launch. The readiness score and suggested review timing are editorial planning tools.

[Sociallyin: article and readiness quiz](#)

[TikTok: publishing Micro-series](#)

[TikTok: Growth Max overview](#)

[TikTok: Growth Max campaign setup](#)