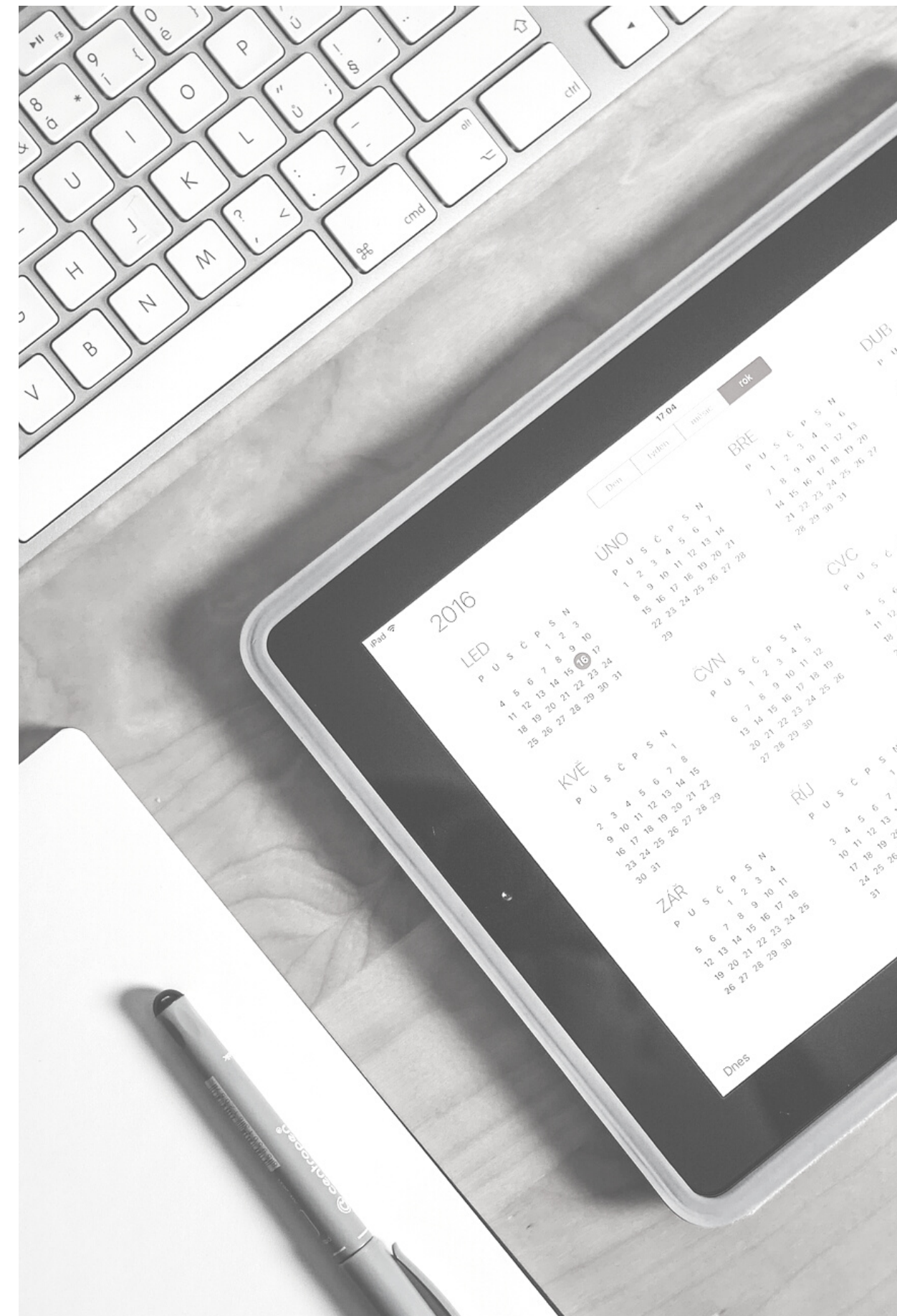


SHEBUILDSBRANDS

# Campaign Calendar

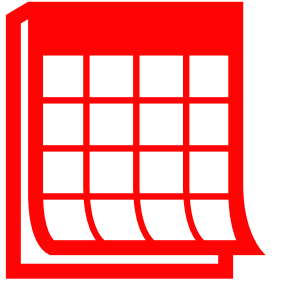
BY KUBI SPRINGER

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# CAMPAIGN CALENDAR

In a campaign calendar you need to factor in the time it takes to pitch (if it's partners or events), the time it take to create the assets (such as videos and graphics), the time it takes for placement (such as interviews and printing) and the timeframe for execution (such as a one week billboard or a five-day Instagram countdown campaign). To make the whole thing work together coherently, you should start from the campaign start and work backwards.

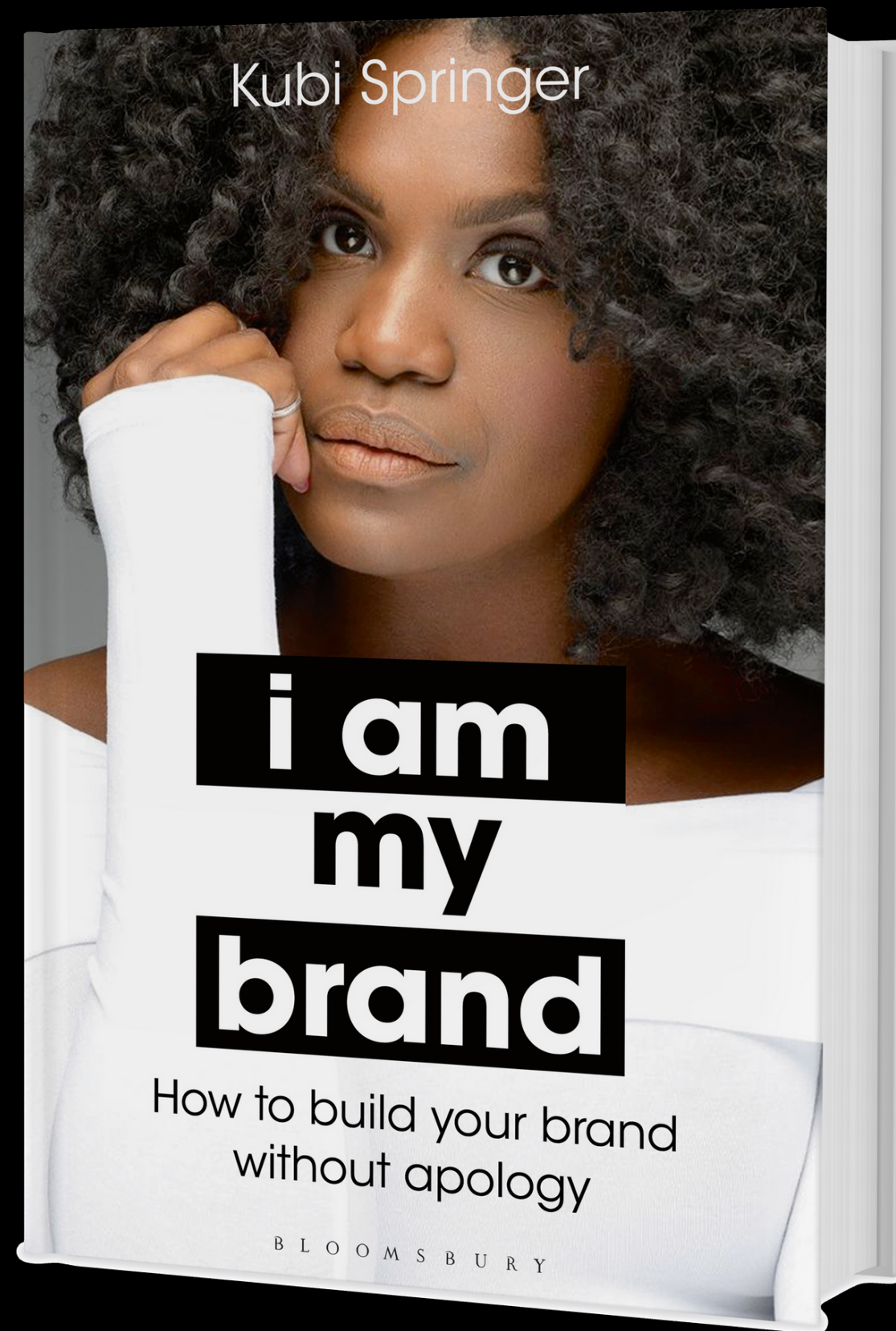


# Example

September	August	July	June	May	April
Website update with new collection images, product information and price to buy	Promotional videos edited	Affiliates secured and terms agreed	Pop-up venue secure	Magazine interview delivered	Pitch to Fashion and Lifestyle magazines for long - lead titles and print editions
Social Media graphics created	SEM started	Pop-up partners secured and terms agreed	Newspaper advert designed	Newspaper advert placement and terms agreed	
Promotional videos edited	Exhibitions confirmed	Influencers secured and terms agreed	Lookbooks images edited	Lookbook photoshoot	
e-Newsletters designed					
Business cards, POS, t-shirt, flyers and lookbook printed					

# Let's do the work

Month 6	Month 5	Month 4	Month 3	Month 2	Month 1



“**DEFINE YOUR BRAND**  
**OR THE WORLD**  
**WILL DEFINE IT FOR YOU**”

Kubi Springer - SheBuildsBrands



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