

Campaign Timeline & Content Calendar

June 10
Kick-off meeting & influencer briefing
June 13
Content concept approval
June 18 - June 22
Influencers create & submit content drafts
June 25
Final content approval
June 27 - July 5
Campaign content goes live according to calendar
July 10
Collect analytics & influencer feedback

Date	Influencer	Platform	Content Type	Topic/Notes
June 28	@influencerA	Instagram	Story	Product unboxing
June 30	@influencerB	TikTok	Video	Challenge participation
July 2	@influencerC	YouTube	Review	In-depth product review
July 4	@influencerA	Instagram	Post	Giveaway announcement