

Influencer Collaboration Content Plan Calendar

Campaign:
Spring Fitness Launch
Brand:
FitLife Co.
Timeframe:
March 2024 - May 2024

Content Calendar

Date	Influencer	Content Type	Channel	Key Message/Theme	Status
2024-03-10	@wellnessamy	Instagram Reel	Instagram	Spring Fitness Routine	Planned
2024-03-15	@move.with.jake	Story (3 slides)	Instagram	Product Introduction	In Progress
2024-03-22	@fitfoodie	Recipe Post	Blog	Healthy Meal Inspo	Planned
2024-04-05	@gymjane	YouTube Video	YouTube	Home Workout Tips	Scheduled
2024-04-18	@runwithtom	TikTok Challenge	TikTok	#SpringFitChallenge	Planned
2024-04-29	@fitfoodie	Giveaway Post	Instagram	Win Fitness Starter Kit	Planned
2024-05-09	@move.with.jake	Live Session	Instagram Live	Q&A + Demo	Planned