

# PRODUCT LAUNCH SOCIAL MEDIA SCHEDULE

Project Name: \_\_\_\_\_ | Launch Date: \_\_ / \_\_ / \_\_

PHASE / TIMELINE	PLATFORM & CONTENT GOAL	ASSET CHECKLIST	STATUS
<b>PRE-LAUNCH</b> (2 Weeks Out)	<b>Teaser Campaign</b> IG Stories: Behind the scenes Twitter: "Something is coming"	Moodboard Teaser Clips	
<b>BUILD UP</b> (1 Week Out)	<b>Educational/Value</b> LinkedIn: Problem/Solution post TikTok: Countdown series	Carousel Graphics Link in Bio setup	
<b>LAUNCH DAY</b> (Day 0)	<b>Hard Sell / Announcement</b> All Platforms: Direct "Buy Now" Email Blast: Live link	Hero Image Promo Code	
<b>POST-LAUNCH</b> (Week 1+)	<b>Social Proof</b> IG: User reviews/reposts FB: FAQ Live stream	Testimonial cards FAQ Script	

## CAMPAIGN NOTES: