

LMG
MEDIA

A BRAND GUIDE & FILLABLE TEMPLATE

Influencer Campaign Timeline & Calendar.

Two campaign timelines — an 8-week and a 12-week — plus a fillable calendar grid. Assign an owner to every milestone, work backwards from your live date, and run the whole campaign from one document.

8

Week Timeline

12

Week Timeline

7

Phases

2

Calendar Grids

FOR BRANDS & MARKETING TEAMS

Campaign Timeline & Calendar.

"If the live date is fixed, work backwards — and confirm the timeline is achievable before committing to creators. Plans fail in the weeks you didn't budget for."

DOCUMENT

Resource 15

FORMAT

Guide + Fillable Template

VERSIONS

8-week · 12-week · Grid

INSIDE THIS TEMPLATE

Two timelines · two calendar grids

Contents.

THE TIMELINES & CALENDARS

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GUIDE & REFERENCE

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HOW TO USE THIS TEMPLATE

Three parts – **two timelines** and a calendar grid.

This document contains three sections: **the 8-week timeline** for straightforward campaigns with 1–5 creators on a single primary platform; **the 12-week timeline** for multi-creator, multi-platform, or high-complexity campaigns; and **the campaign calendar grid** – a visual week-by-week calendar to map your specific dates.

Select the version appropriate for your complexity. Fill in the **[Date]** fields based on your confirmed content

live date, and work backwards. Assign an **owner** to every milestone before the campaign begins, and use the status column to track progress in real time.

Share the completed timeline with all team members and creator partners before outreach begins – a timeline only works when everyone is reading from the same one.

- Not started
- In progress
- Complete
- Blocked / delayed

Five Principles of Campaign Planning

Work backwards. Build in slack.

Campaigns rarely fail in the phases you plan carefully. They fail in the weeks you assumed would be fine. Five planning principles keep the timeline honest.

01**Work backwards from live**

If the live date is fixed, confirm the full timeline fits before committing creators. If it doesn't, move the date or simplify scope.

02**Over-budget contracting**

Represented creators and significant usage rights take one to two weeks to negotiate. Build it in — it always runs long.

03**Always plan a revision round**

Assuming first-submission approval is optimism, not a plan. Build in one revision round — two for complex or first-time creators.

04**Dispatch product early**

Shipping, customs, and creator schedules mean product should ship two weeks before content creation — three for custom packaging.

05**Never skip pre-launch**

Broken links and expired codes are the most common avoidable conversion loss. The pre-launch check is non-negotiable.

Plans fail in the weeks you didn't budget for. The discipline of a timeline is not the schedule — it is the slack you build into it.

— LMG MEDIA CAMPAIGN DESK

THE CAMPAIGN SHAPE



"Every campaign moves through the same seven phases — only the length changes."

SEVEN PHASES AT A GLANCE

Every campaign, **same shape.**

Whether 8 or 12 weeks, every campaign moves through the same seven phases. Only the time allocated to each one changes.

<p>01 Pre-Campaign Brief, budget, longlist.</p>	<p>02 Creator Confirmation Vetting, outreach, rates, contracts.</p>
<p>03 Production Dispatch, Q&A, content creation.</p>	<p>04 Approval Review, feedback, revisions, sign-off.</p>
<p>05 Publishing Pre-launch checks, go-live, verification.</p>	<p>06 Monitoring Real-time response, paid amplification.</p>
<p>07 Reporting 7-day & 30-day data, report, payments, debrief, relationship notes.</p>	

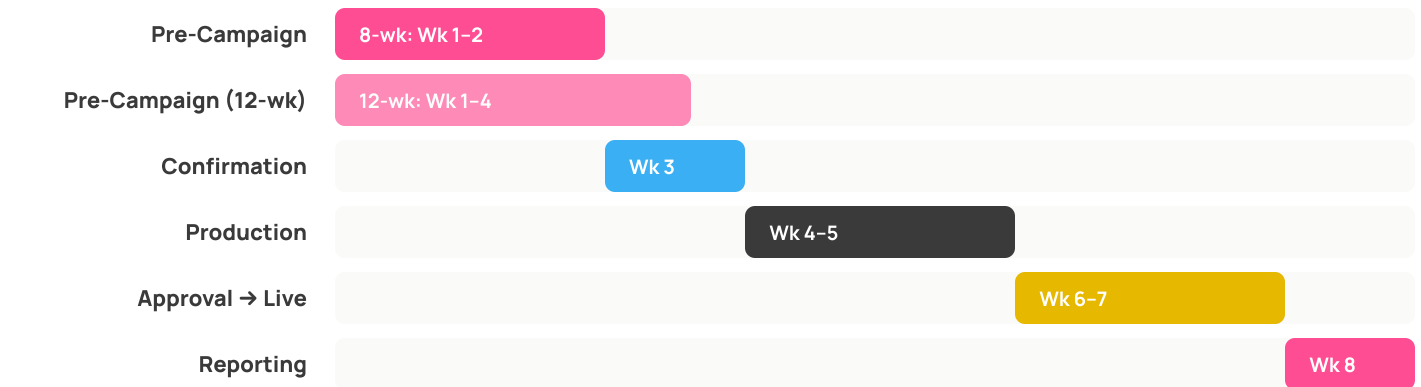
8 VS 12 WEEKS

Which timeline to use.

The 12-week timeline adds four weeks to the front of the campaign — extending pre-campaign preparation for more thorough creator research, longer contract negotiation, event planning, and additional stakeholder alignment. Use the table below to choose.

USE THE 8-WEEK TIMELINE WHEN...	USE THE 12-WEEK TIMELINE WHEN...
Single primary platform	Multi-platform campaign
1-5 creators	6+ creators
Straightforward approval process	Complex, multi-stakeholder approval
Standard content formats	Events, experiences, or major launches
Established creator relationships	First-time or represented creators
Domestic creators	International creators (customs, shipping)

PHASE DURATION AT A GLANCE



The four extra weeks are all up front. The 12-week timeline does not slow down production or approval — it lengthens preparation. The back half of both timelines is essentially identical.

PART 01 · THE 8-WEEK TIMELINE

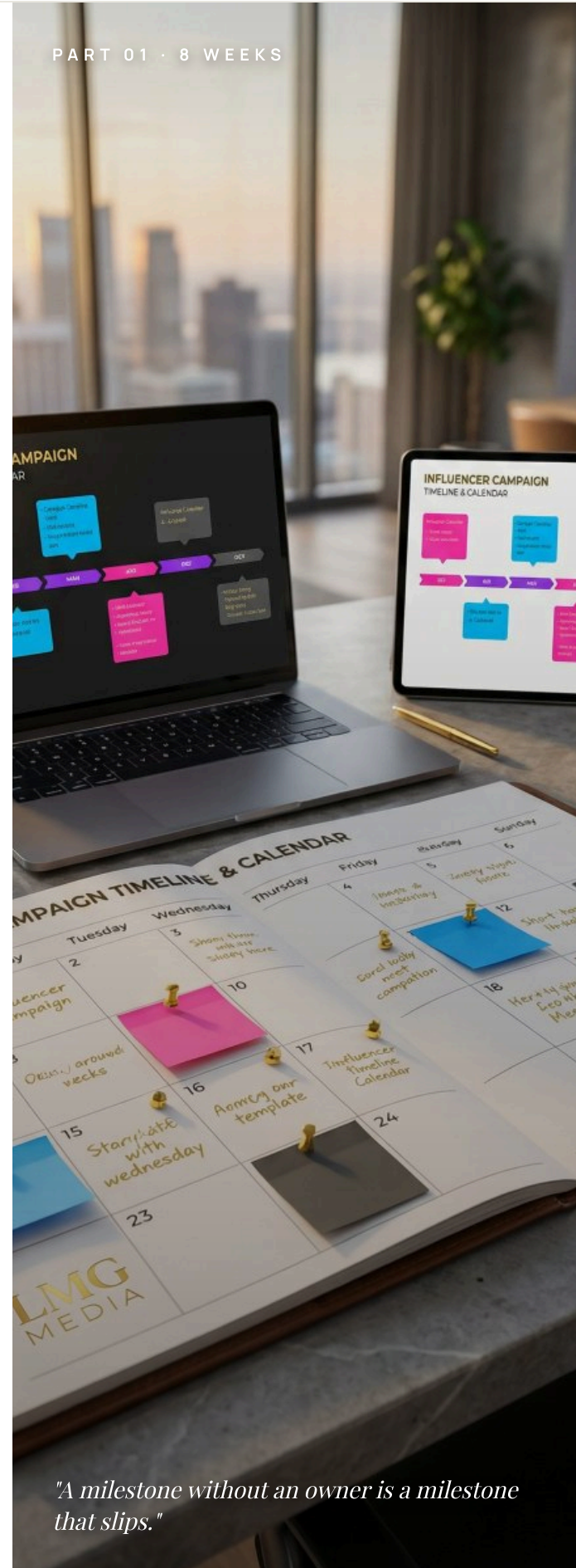
For straightforward campaigns.

Use for single-platform campaigns with 1–5 creators, a straightforward approval process, and standard content formats. Eight weeks from brief to reporting, across seven phases.

The pages that follow lay out every milestone, week by week – with a **description**, an **owner** field, the expected **output**, the **dependency** that gates it, and a **status** box to track in real time.

Fill in the owner for every milestone before outreach begins. A milestone without an owner is a milestone that slips.

Not started
 In progress
 Complete
 Blocked



PART 01 · 8 WEEKS

"A milestone without an owner is a milestone that slips."

8-WEEK TIMELINE

Pre-Campaign & Confirmation.

PRE-CAMPAIGN PHASE Weeks 1-2

WK	MILESTONE	DESCRIPTION	OWNER	ST
1	Brief finalised	Complete all sections – objectives, audience, deliverables, messages, timeline, terms. → <i>Approved brief document</i>	<input type="checkbox"/>	<input type="checkbox"/>
1	Budget confirmed	Total budget approved – creator fees, product, usage rights, agency fees. → <i>Signed budget approval</i>	<input type="checkbox"/>	<input type="checkbox"/>
1	Creator longlist	Identify 10-20 creators by niche, platform, audience fit, engagement quality. → <i>Creator longlist</i>	<input type="checkbox"/>	<input type="checkbox"/>
1-2	Creator vetting	Apply vetting checklist to longlist. Reduce to shortlist of 3-8 priority targets. → <i>Vetted shortlist</i>	<input type="checkbox"/>	<input type="checkbox"/>
2	Outreach begins	Send personalised outreach to shortlist via the appropriate channel. → <i>Outreach sent, responses incoming</i>	<input type="checkbox"/>	<input type="checkbox"/>
2	Product prepared	Source, package, and prepare product for dispatch. Book any experience elements. → <i>Product ready for dispatch</i>	<input type="checkbox"/>	<input type="checkbox"/>

CREATOR CONFIRMATION PHASE Week 3

WK	MILESTONE	DESCRIPTION	OWNER	ST
3	Responses reviewed	Assess outreach responses. Follow up non-responders once. Confirm priority creators. → <i>Confirmed creator list</i>	<input type="checkbox"/>	<input type="checkbox"/>
3	Rate negotiation	Negotiate fees and terms with confirmed creators. Reference benchmark rates. → <i>Agreed rates</i>	<input type="checkbox"/>	<input type="checkbox"/>
3	Contracts issued	Issue contracts covering deliverables, timeline, fees, usage rights, exclusivity, disclosure. → <i>Signed contracts</i>	<input type="checkbox"/>	<input type="checkbox"/>
3	Brief issued	Send finalised brief to all contracted creators. → <i>Brief receipt confirmed</i>	<input type="checkbox"/>	<input type="checkbox"/>

8-WEEK TIMELINE

Production & Approval.

PRODUCTION PHASE Weeks 4-5

WK	MILESTONE	DESCRIPTION	OWNER	ST
4	Product dispatched	Send product with tracking. Confirm receipt. → <i>Dispatch confirmation, tracking</i>	<input type="checkbox"/>	<input type="checkbox"/>
4	Creator Q&A window	Allow creators to ask brief questions. Respond within 24 hours. → <i>All questions resolved</i>	<input type="checkbox"/>	<input type="checkbox"/>
4-5	Content creation	Creators produce content. Do not contact unnecessarily – allow creative space. → <i>Draft content</i>	<input type="checkbox"/>	<input type="checkbox"/>
5	Draft deadline	Creators submit draft content for review via the agreed method. → <i>All draft content received</i>	<input type="checkbox"/>	<input type="checkbox"/>

APPROVAL PHASE Week 6

WK	MILESTONE	DESCRIPTION	OWNER	ST
6	Content review	Review against brief – mandatory inclusions, disclosure, brand safety, accuracy. → <i>Written feedback per creator</i>	<input type="checkbox"/>	<input type="checkbox"/>
6	Feedback issued	Send clear, specific, actionable feedback within 48 hours of receiving drafts. → <i>Feedback sent to all creators</i>	<input type="checkbox"/>	<input type="checkbox"/>
6	Revisions submitted	Creators submit revised content where feedback was provided. → <i>Revised content received</i>	<input type="checkbox"/>	<input type="checkbox"/>
6	Final approval	Review revised content, issue final approval, confirm go-live date. → <i>Final approval confirmation</i>	<input type="checkbox"/>	<input type="checkbox"/>

8-WEEK TIMELINE

Publishing & Reporting.

PUBLISHING PHASE Week 7 · Content Live

WK	MILESTONE	DESCRIPTION	OWNER	ST
7	Tracking & codes	Verify all UTM links and promo codes are live and tracking before go-live. → All tracking verified	<input type="checkbox"/>	<input type="checkbox"/>
7	Content goes live	Creators publish on the confirmed date and time. Monitor in real time. → All content live and confirmed	<input type="checkbox"/>	<input type="checkbox"/>
7	Publishing check	Confirm all content is live, correctly disclosed, includes mandatory elements. → Publishing checklist complete	<input type="checkbox"/>	<input type="checkbox"/>
7	Real-time monitoring	Monitor initial engagement, audience response, and any urgent issues. → Initial performance notes	<input type="checkbox"/>	<input type="checkbox"/>

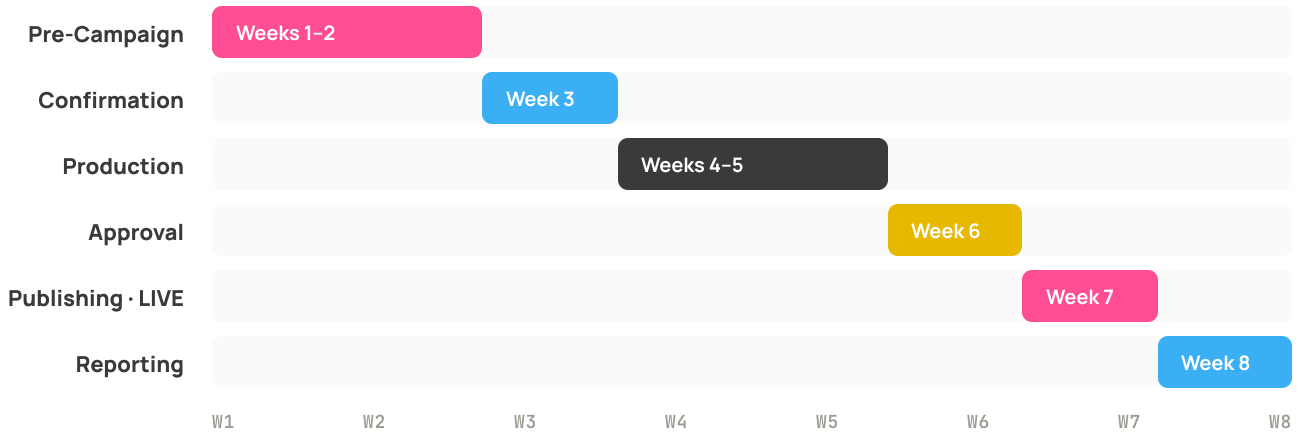
REPORTING PHASE Week 8 (+30 days)

WK	MILESTONE	DESCRIPTION	OWNER	ST
8	7-day data	Request analytics from all creators at 7 days. Collect UTM and promo-code data. → 7-day performance dataset	<input type="checkbox"/>	<input type="checkbox"/>
8	Report compiled	Compile report – reach, engagement, clicks, conversions, cost efficiency. → Campaign performance report	<input type="checkbox"/>	<input type="checkbox"/>
8	Payments processed	Process all outstanding creator payments per agreed terms. → Payment confirmations sent	<input type="checkbox"/>	<input type="checkbox"/>
8+	30-day data	Schedule and collect 30-day performance data. Update ROAS and conversions. → Updated 30-day report	<input type="checkbox"/>	<input type="checkbox"/>

8-WEEK TIMELINE · VISUAL OVERVIEW

The whole campaign, on one line.

A bird's-eye view of how the seven phases stack across eight weeks. Print this page alongside the calendar grid to brief stakeholders at a glance.



■ Pre-Campaign / Publishing
 ■ Confirmation / Reporting
 ■ Production
 ■ Approval

The mid-campaign squeeze. Weeks 4-6 – production through approval – are where 8-week campaigns most often slip. Protect creative space in weeks 4-5, and hold a hard 48-hour feedback turnaround in week 6, and the live date holds.

THE PRINCIPLE

THE PRINCIPLE BEHIND THE 12-WEEK TIMELINE

Contracting always runs long.

The single most common reason a campaign blows its live date is an under-budgeted contracting phase. The 12-week timeline exists because complex campaigns need the front-loaded slack.

Represented creators route every contract through a manager or agent. Significant **usage rights** and **exclusivity** clauses get negotiated line by line. International creators add customs and shipping time on top. None of this is avoidable – and all of it lands in the first half of the campaign.

The 12-week timeline adds its four extra weeks entirely to the front: more creator research, longer negotiation windows, event planning, and stakeholder alignment. The production-to-reporting back half is identical to the 8-week version – because that half was never the problem.



"Contracting always runs long. Plan for the version that does."

PART 02 · THE 12-WEEK TIMELINE

For **complex** campaigns.

Use for multi-platform campaigns, 6+ creators, complex approval processes, campaigns involving events or experiences, and major product launches.

The structure mirrors the 8-week timeline but front-loads four additional weeks of preparation – tier-based outreach, longer rate negotiation, event planning, and platform-specific brief addendums.

As before: fill in dates working backwards from live, assign an owner to every milestone, and track status in real time.

Not started
 In progress
 Complete
 Blocked



"The four extra weeks are all preparation — and they pay for themselves."

12-WEEK TIMELINE

Extended Pre-Campaign.

EXTENDED PRE-CAMPAIGN PHASE Weeks 1-4

WK	MILESTONE	DESCRIPTION	OWNER	ST
1	Strategy confirmed	Align objectives, audience, platform mix, creator-tier strategy, KPIs with stakeholders. → <i>Signed-off strategy</i>	<input type="checkbox"/>	<input type="checkbox"/>
1-2	Brief developed	Build comprehensive brief. Consider platform-specific addendums for multi-platform. → <i>Approved brief document</i>	<input type="checkbox"/>	<input type="checkbox"/>
2	Creator research	Build longlist of 20-50 creators across platforms and tiers. Tier mapping. → <i>Creator research database</i>	<input type="checkbox"/>	<input type="checkbox"/>
2-3	Vetting & shortlist	Apply full vetting checklist. Score, rank, reduce to 8-15 priority targets. → <i>Scored shortlist</i>	<input type="checkbox"/>	<input type="checkbox"/>
3	Internal alignment	Present shortlist to stakeholders for alignment before outreach begins. → <i>Approved creator shortlist</i>	<input type="checkbox"/>	<input type="checkbox"/>
3-4	Event planning	If event activations – confirm venue, date, logistics, guest list, content ops. → <i>Confirmed event brief</i>	<input type="checkbox"/>	<input type="checkbox"/>
4	Product sourcing	Source, customise, prepare product packages. Allow lead time for custom packaging. → <i>Product ready for dispatch</i>	<input type="checkbox"/>	<input type="checkbox"/>

This is the phase that justifies 12 weeks. Everything here – research depth, scored shortlisting, stakeholder alignment, event lead time – is compressed or skipped in the 8-week version. For complex campaigns, that compression is where things break.

12-WEEK TIMELINE

Creator Confirmation.

CREATOR CONFIRMATION PHASE Weeks 4-6

WK	MILESTONE	DESCRIPTION	OWNER	ST
4-5	Outreach · Tier 1	Begin with highest-priority creators. Allow longer response window for top-tier. → <i>Tier 1 outreach sent</i>	<input type="checkbox"/>	<input type="checkbox"/>
5	Outreach · Tier 2	Begin with second-priority creators. Tier 2 backs up Tier 1 non-responses. → <i>Tier 2 outreach sent</i>	<input type="checkbox"/>	<input type="checkbox"/>
5-6	Rate negotiation	Negotiate fees and terms. For represented creators, allow agency review time. → <i>Agreed rates for confirmed creators</i>	<input type="checkbox"/>	<input type="checkbox"/>
6	Contracts signed	Issue and collect signed contracts for all confirmed creators. → <i>All contracts signed</i>	<input type="checkbox"/>	<input type="checkbox"/>
6	Platform briefs issued	Issue full briefs. Include platform-specific guidance alongside the master brief. → <i>Brief receipt confirmed by all</i>	<input type="checkbox"/>	<input type="checkbox"/>

PRODUCTION PHASE Weeks 7-9 (begins)

WK	MILESTONE	DESCRIPTION	OWNER	ST
7	Product dispatched	Dispatch with tracking. For international creators, allow customs and delivery time. → <i>All dispatch confirmations</i>	<input type="checkbox"/>	<input type="checkbox"/>
7	Event invitations	For event campaigns – confirm attendance, logistics, travel, accommodation. → <i>All event confirmations</i>	<input type="checkbox"/>	<input type="checkbox"/>

12-WEEK TIMELINE

Production & Approval.

PRODUCTION PHASE Weeks 7-9

WK	MILESTONE	DESCRIPTION	OWNER	ST
7-8	Q&A & support	Active support window. Assign a single point of contact for all creator comms. → <i>All questions resolved</i>	<input type="checkbox"/>	<input type="checkbox"/>
8-9	Content creation	Primary creation window. Allow min. 10 business days for multi-format content. → <i>Draft content</i>	<input type="checkbox"/>	<input type="checkbox"/>
9	Draft deadline	All creators submit draft content for review. → <i>All drafts received</i>	<input type="checkbox"/>	<input type="checkbox"/>

APPROVAL PHASE Weeks 9-10

WK	MILESTONE	DESCRIPTION	OWNER	ST
9-10	Review · round 1	Review all content. For large pools, assign reviewers by platform or tier. → <i>Written feedback for all</i>	<input type="checkbox"/>	<input type="checkbox"/>
10	Feedback issued	Send feedback within 48 hours of review completion. → <i>All feedback sent</i>	<input type="checkbox"/>	<input type="checkbox"/>
10	Revisions received	Collect all revised content. → <i>All revisions received</i>	<input type="checkbox"/>	<input type="checkbox"/>
10	Final approval	Final review and approval. Confirm go-live dates per creator. → <i>All approvals confirmed</i>	<input type="checkbox"/>	<input type="checkbox"/>

12-WEEK TIMELINE

Publishing & Reporting.

PUBLISHING PHASE Week 11 · Content Live

WK	MILESTONE	DESCRIPTION	OWNER	ST
11	Pre-launch checks	Verify tracking links, codes, landing pages, paid amplification setup is live. → <i>Pre-launch checklist signed off</i>	<input type="checkbox"/>	<input type="checkbox"/>
11	Coordinated content	All creators publish on agreed date. For major launches – coordinate simultaneously. → <i>All content live</i>	<input type="checkbox"/>	<input type="checkbox"/>
11	Publishing verification	Confirm all content live, disclosed, complete. Screenshot and archive all live posts. → <i>Publishing verification log</i>	<input type="checkbox"/>	<input type="checkbox"/>
11	Paid amplification	Boost top-performing organic content where usage rights permit. → <i>Paid campaigns live</i>	<input type="checkbox"/>	<input type="checkbox"/>

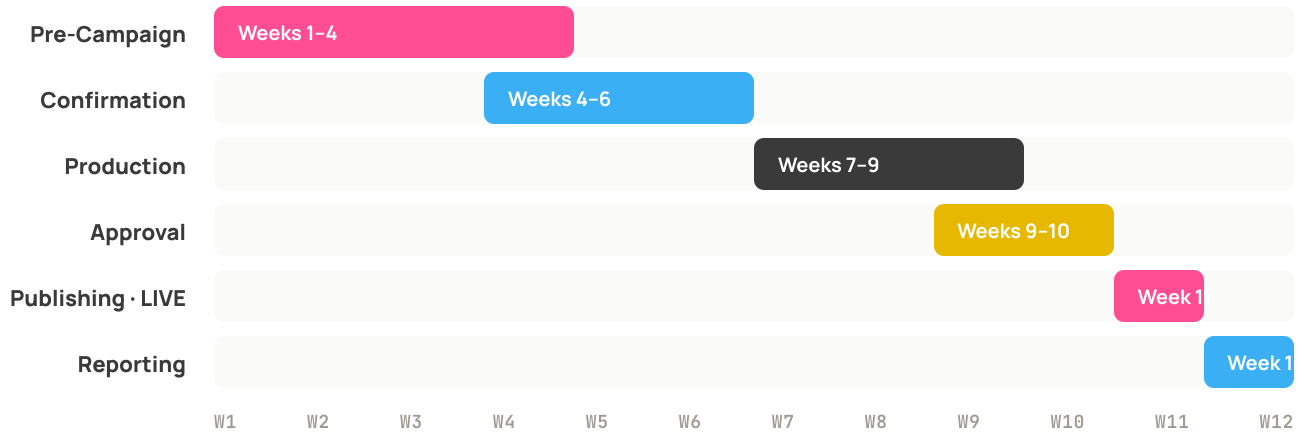
REPORTING PHASE Week 12 (+30 days)

WK	MILESTONE	DESCRIPTION	OWNER	ST
12	7-day data	Collect analytics from all creators and tracking infrastructure. → <i>Complete 7-day dataset</i>	<input type="checkbox"/>	<input type="checkbox"/>
12	Performance report	Compile: reach, engagement, conversions, CPE, CPA, ROAS, recommendations. → <i>Full campaign report</i>	<input type="checkbox"/>	<input type="checkbox"/>
12	Stakeholder debrief	Present results. Agree optimisations for future campaigns. → <i>Debrief notes and actions</i>	<input type="checkbox"/>	<input type="checkbox"/>
12	Payments processed	Process all payments. Keep records for tax purposes. → <i>All payments confirmed</i>	<input type="checkbox"/>	<input type="checkbox"/>
12+	Relationship notes & 30-day data	Record per-creator partnership notes. Add 30-day data; update ROAS. → <i>Updated report + partnership log</i>	<input type="checkbox"/>	<input type="checkbox"/>

12-WEEK TIMELINE · VISUAL OVERVIEW

Twelve weeks, **one line.**

The same seven phases, with four extra weeks front-loaded into preparation. Print alongside the 12-week calendar grid for stakeholder briefings.



■ Pre-Campaign / Publishing
 ■ Confirmation / Reporting
 ■ Production
 ■ Approval

Phases overlap deliberately. Confirmation begins (week 4) before pre-campaign fully closes; approval (week 9) overlaps the tail of production. This overlap is intentional – it’s how 12 weeks of work fits into 12 weeks of calendar.

PART 03 · THE CALENDAR

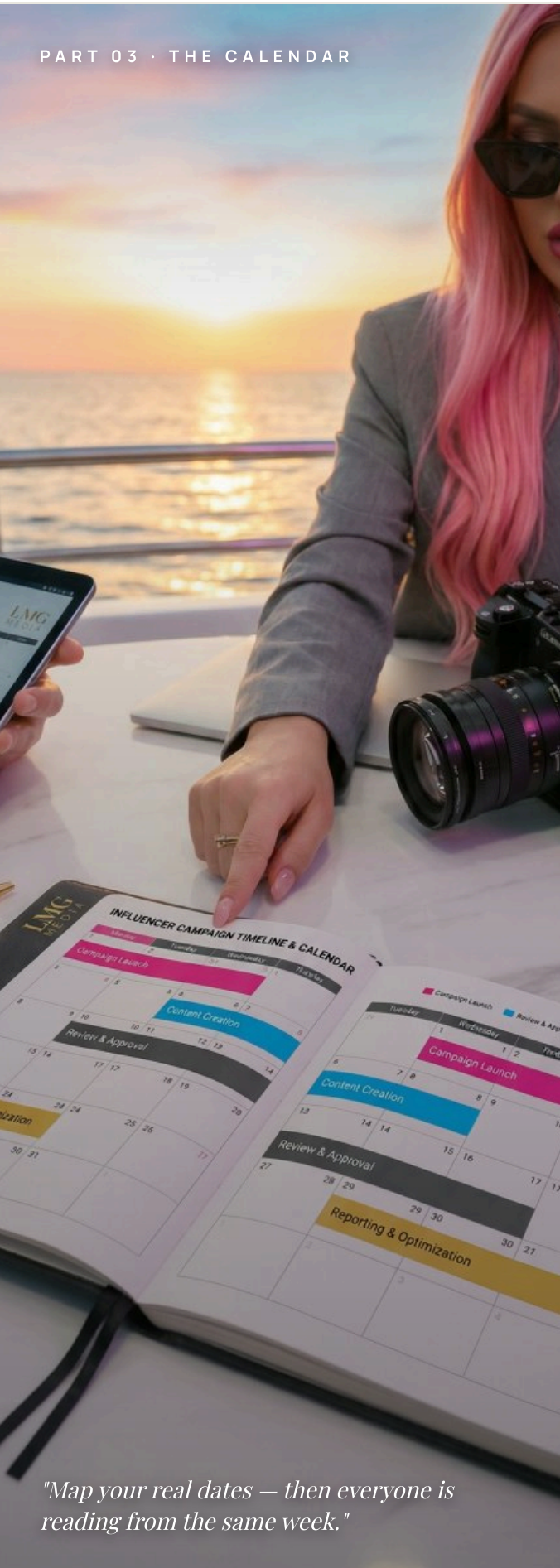
PART 03 · THE CAMPAIGN CALENDAR GRID

Map your **real dates**.

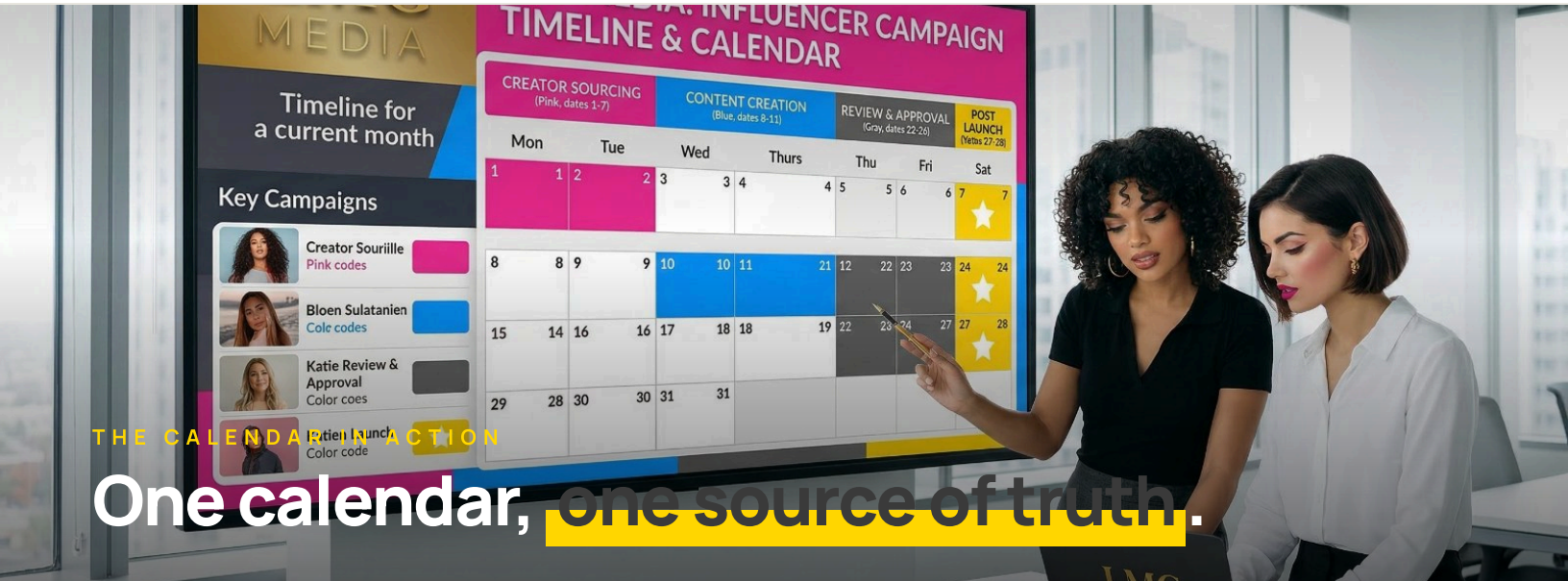
The timeline tells you the sequence. The calendar grid pins it to real dates. Fill in the week-commencing date for each week, and the milestone summary keeps the whole team aligned on what happens when.

Two grids follow – one for the **8-week** campaign, one for the **12-week**. Both highlight the **content-live week** in pink and the **30-day data** follow-up in gold, so the two dates that matter most are always visible.

Print the grid, pin it up, and share it with every creator partner before outreach begins.



"Map your real dates — then everyone is reading from the same week."



The calendar grid is the artefact the whole team – brand, agency, and creators – works from. When everyone can see the same content-live week, the same draft deadline, and the same reporting date, the campaign coordinates itself. The two grids that follow are designed to be printed at full size, filled in by hand or in a PDF editor, and pinned where the team can see them.

1x

One shared grid

Brand, agency, and creators all read from the same calendar – no version drift.

2

Dates that matter

Content-live (pink) and 30-day data (gold) are always highlighted.

∞

Re-usable

Copy the grid for every campaign; the structure never changes.

CAMPAIGN CALENDAR GRID · 8-WEEK

8-Week campaign calendar.

Fill in the week-commencing date for each week and mark key milestones. The content-live week and 30-day follow-up are highlighted.

Week 1	[Date]	Brief finalised, budget confirmed, creator longlist built	<input type="checkbox"/>
Week 2	[Date]	Vetting complete, outreach begins, product prepared	<input type="checkbox"/>
Week 3	[Date]	Creators confirmed, rates agreed, contracts signed, brief issued	<input type="checkbox"/>
Week 4	[Date]	Product dispatched, Q&A window open, content creation begins	<input type="checkbox"/>
Week 5	[Date]	Content creation continues, draft submission deadline	<input type="checkbox"/>
Week 6	[Date]	Content review, feedback issued, revisions received, final approval	<input type="checkbox"/>
Week 7	[Date]	CONTENT LIVE – publishing, verification, real-time monitoring	<input type="checkbox"/>
Week 8	[Date]	7-day data collected, report compiled, payments processed	<input type="checkbox"/>
Week 8+	[Date]	30-day data collection	<input type="checkbox"/>

■ Content live week ■ 30-day follow-up

CAMPAIGN CALENDAR GRID · 12-WEEK

12-Week campaign calendar.

Fill in the week-commencing date for each week and mark key milestones. The content-live week and 30-day follow-up are highlighted.

Week 1	[Date]	Strategy confirmed, brief development begins	<input type="checkbox"/>
Week 2	[Date]	Brief approved, creator research begins	<input type="checkbox"/>
Week 3	[Date]	Vetting and shortlisting, internal alignment	<input type="checkbox"/>
Week 4	[Date]	Tier 1 outreach begins, product sourcing, event planning	<input type="checkbox"/>
Week 5	[Date]	Tier 2 outreach, rate negotiation begins	<input type="checkbox"/>
Week 6	[Date]	Contracts signed, briefs issued	<input type="checkbox"/>
Week 7	[Date]	Product dispatched, event confirmations, Q&A window	<input type="checkbox"/>
Week 8	[Date]	Content creation period begins	<input type="checkbox"/>
Week 9	[Date]	Draft submission deadline, review begins	<input type="checkbox"/>
Week 10	[Date]	Feedback issued, revisions received, final approval	<input type="checkbox"/>
Week 11	[Date]	CONTENT LIVE – publishing, verification, paid amplification	<input type="checkbox"/>
Week 12	[Date]	7-day data, full report, debrief, payments	<input type="checkbox"/>
Week 12+	[Date]	30-day data collection	<input type="checkbox"/>

COMMON TIMELINE MISTAKES

Five planning failures to avoid.

Each of these is avoidable with a single discipline applied at the planning stage. Read the list before you commit creators to a live date.

FIVE TIMELINE MISTAKES – READ BEFORE COMMITTING

- Working backwards from a fixed live date without enough lead time.** If the live date is fixed – a launch, a fashion week, a seasonal moment – confirm the 8 or 12-week timeline is achievable before committing creators. If it isn't, move the date or simplify scope.
- Under-estimating the contracting phase.** Contracts – especially with represented creators or significant usage rights and exclusivity – can take one to two weeks to negotiate and execute. Build this time in.
- Not building a revision round into the timeline.** Assuming content is approved on first submission is optimistic. Always build at least one revision round – two for complex campaigns or first-time relationships.
- Dispatching product too late.** Shipping, customs, and creator schedules mean product should dispatch at least two weeks before content creation begins. For luxury or custom packaging, add another week.
- Skipping the pre-launch check.** Broken tracking links, expired promo codes, and unprepared landing pages are the most common causes of avoidable conversion loss on launch day. Make the pre-launch check a non-negotiable step.



"The five minutes before launch saves the conversions you can't get back."

PRE-LAUNCH CHECKLIST

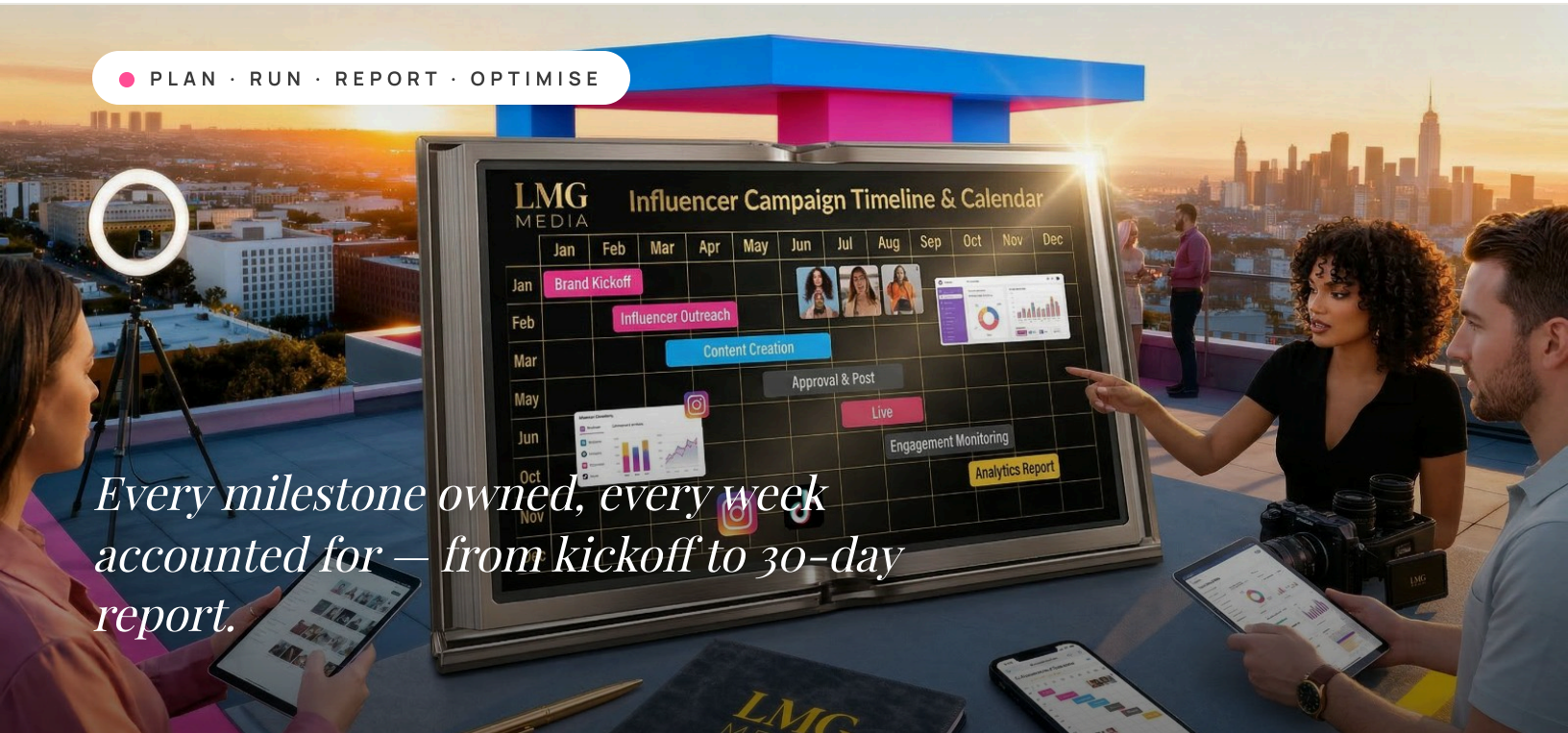
Ten checks before go-live.

Run this on the day before content goes live. If any line is unchecked, the launch waits.

PRE-LAUNCH · TEN CHECKS

- 01 · All UTM tracking links tested and confirmed working
- 02 · All promo codes live and validated at checkout
- 03 · Landing pages live, correct, and load-tested
- 04 · Final content approved in writing for every creator
- 05 · Disclosure language and platform features confirmed
- 06 · Go-live date and time confirmed with every creator
- 07 · Paid amplification setup ready (where rights permit)
- 08 · Real-time monitoring owner assigned for launch day
- 09 · Screenshot / archive process ready for live posts
- 10 · 7-day and 30-day data collection reminders scheduled

● PLAN · RUN · REPORT · OPTIMISE



Every milestone owned, every week accounted for — from kickoff to 30-day report.

ABOUT LMG MEDIA

Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce, and tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you would like support planning and managing your influencer campaigns end to end — from timeline and

creator sourcing through brief, contract, content approval, publishing, and reporting — get in touch.

This template is provided as a planning framework. Timelines should be adapted to reflect the specific requirements of each campaign. LMG Media accepts no responsibility for outcomes resulting from the use of this template.

[Start Your Campaign →](#)

[Get in Touch](#)

lmg.media

HOW WE WORK WITH BRANDS

The campaign, **run end to end.**

If you would like support at any point in the plan-to-report process, we work as an end-to-end agency partner or on a single-stage basis. The timeline in this template is the operating system we run every campaign on.

01**Plan & source**

Strategy, timeline, creator sourcing, and vetting across six global markets.

02**Brief & contract**

The full template family – brief, contract, outreach – run as one workflow.

03**Produce & publish**

Managed production, approval cycles, pre-launch checks, and coordinated go-live.

04**Report & optimise**

7-day and 30-day reporting, stakeholder debrief, and creator relationship notes.

[Start Your Campaign →](#)[Get in Touch](#)[lmg.media](#)



*Where Quality Brands
Meet **Iconic Influence.***

Plan

| *Run*

| *Report*

| *Optimise*
