

# Sample DesignEdit Campaign Schedule



A free, online design tool

For best results, use this sample campaign guideline to help plan and lay out your campaign.

Before starting the campaign, have you:

- Reviewed the campaign instruction sheet?
- Printed enough brochures and coupon inserts to include with orders and leave at your front counter?

Campaign Start Date: \_\_\_\_\_

<p><b>Day 1</b></p> <p>Date: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Send promotional email #1</li></ul>	<p><b>Day 2</b></p> <p>Date: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Promote via Facebook (post #1)</li><li><input type="checkbox"/> Promote via Twitter (post #1)</li><li><input type="checkbox"/> Promote via LinkedIn (post #1)</li></ul>	<p><b>Day 3-4</b></p> <p>Dates: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Prepare brochure, insert, sales letter, and envelope for mailing</li></ul>
<p><b>Day 5</b></p> <p>Date: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Mail brochures</li></ul>	<p><b>Day 7-8</b></p> <p>Dates: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Brochures land in mailboxes</li></ul>	<p><b>Day 9</b></p> <p>Date: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Send promotional email #2</li></ul>
<p><b>Day 10</b></p> <p>Date: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Promote via Facebook (post #2)</li><li><input type="checkbox"/> Promote via Twitter (post #2)</li><li><input type="checkbox"/> Promote via LinkedIn (post #2)</li></ul>	<p><b>Day 11-18</b></p> <p>Dates: _____</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Follow up with prospects you mailed brochures to via phone and ask if you can schedule a demo with them, if possible.</li></ul>	<p><b>Day 19</b></p> <p>Date: _____</p> <p>Last chance to save!</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Promote via Facebook (post #3)</li><li><input type="checkbox"/> Promote via Twitter (post #3)</li><li><input type="checkbox"/> Promote via LinkedIn (post 3)</li></ul>

**Day 21:** Campaign End Date: \_\_\_\_\_

**Other notes:** Social media posts can quickly get lost in the news feed, so remember that it is perfectly acceptable (and even encouraged) to repeat the posts at different times of the day.