

INGENUITY 2 ENTERPRISE LAUNCH CALENDAR

Use this template to create your 7-day calendar for launch promotions. Make sure promos contain material relevant to your offer and its topic, and include CTAs leading to your landing page access.

	Email	Social posts	Blog posts	Interviews
Monday	<u>Free gift</u> email	Ask relevant question	Introduce your topic	Pre-announce upcoming interview with/of a guest/host
Tuesday	Content-rich email on your topic (include freebie CTA)	Present graphic or video with highlights of your gift	Address issues brought up in yesterday's social post question	Ad re upcoming interview
Wednesday	Reminder email to claim gift	Infographic	Feature and showcase guest or host.	Social post discussion <u>focus</u> for an upcoming interview
Thursday	Content-rich email	Present graphic or video with a reminder about your gift	Share feedback from people who claimed your gift. Tease about your main offer.	Talk about your guest/host on social media
Friday	Last chance reminder plus offer teaser	Poll or quiz link	A reminder to claim your gift. Highlight more benefits.	Your interview link as a guest
Saturday	Introduce offer	Image quote	Livestream topic and invite	Your link as a host
Sunday	Last chance offer	Livestream	Expand on benefits.	Replay info

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LAUNCH CALENDAR

Now fill in your actual promotion schedule:

Email	Social posts	Blog posts	Interviews
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			