

Content Categories

1. Engagement Content (Hook & Demo)

- Short, trend-driven TikTok/Reels
- Captures attention in 1–2 seconds
- Examples: memes, trends, app demos

2. Brand-Building Content (Creative)

- High-effort, polished visuals
 - Used for IG feed, homepage, press
 - Examples: launch video, photoshoots, merch, events
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Platform Strategy

Instagram

- **Feed:** Brand-Building Content
- **Reels:** Engagement Content
- Maintain cohesive visuals; balance memes with intentional content

TikTok

- Focus solely on Engagement Content
 - Post **daily** during campaign
 - Test different hooks/styles
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Brand Development

- Finalize brand visuals: fonts, colors, tone
 - Build shared **mood board** (TikToks, IG posts, inspo, fonts)
 - Organize Drive folders by platform (Instagram / TikTok)
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Launch Video

- Feature: App intro + key features
- Split into shorter cuts for socials

- **Plan with Justin this week**
 - **Shoot Date:** Saturday, August 17
 - **Cast:** Finalize ASAP
 - **Launch Date:** Saturday, August 24
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Merch Launch (2–3 Weeks Post-Launch)

- Schedule model shoot
 - Prepare e-commerce/shop launch
 - Film merch promo content
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User Retention Strategy

- Use repeatable formats:
 - OOTD, Style Tips, BTS, Brand Spotlights
 - Keep a consistent post-launch schedule
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Stockpiling Calendar (July 29 – August 23)

Weekly Goals

- **Each person:** 1-2 Engagement Posts/week
- 1 Brand Post/week (rotating, based on launch week)

By Aug 23 Target:

- 20+ Engagement Posts
 - 3 Brand Posts (for Weeks 1–3)
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Week 1 (July 29 – Aug 4)

- Justin / Aimee: 1 Engagement
 - PJ: 1 Engagement
 - Irwin: 2 Engagement
 - Tanith: 1 Engagement
 - **Stockpiled Brand Post:** Justin / Aimee (for Week 1 launch)
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17 **Week 2 (Aug 5 – Aug 11)**

- Justin / Aimee: 1 Engagement
 - PJ: 1 Engagement
 - Irwin: 1 Engagement
 - Tanith: 2 Engagement
 - **Stockpiled Brand Post:** PJ (for Week 2 launch)
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17 **Week 3 (Aug 12 – Aug 18)**

- Justin / Aimee: 1 Engagement
 - PJ: 1 Engagement
 - Irwin: 1 Engagement
 - Tanith: 1 Engagement
 - Mya Smith: 1 Engagement (*returns this week*)
 - **Stockpiled Brand Post:** Irwin (for Week 3 launch)
 - 📺 **Shoot Day:** Saturday, August 17
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17 **Week 4 (Aug 19 – Aug 23)**

- Justin / Aimee: 1 Engagement
 - PJ: 1 Engagement
 - Irwin: 1 Engagement
 - Tanith: 1 Engagement
 - Mya Smith: 1 Engagement
 - **Stockpiled Brand Post:** Tanith (optional Week 4 or backup)
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Final Stockpile Targets (By Aug 23)

- ~20 Engagement Posts
- ~4 Brand Posts
- Launch video completed
- All content organized & scheduled