| PKIME | PLUS | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|---|---|--------|---|--|---|-----------|---|--|---|---------|---|---|--|---|----------|---|---|--|---|----------|---|---|--|---|---|---------|---|-----|
| WA | 3YU | Г | August | | | | September | | | | October | | | | | November | | | | | December | | | | | | January | | |
| | Week | 1 | 2 | 3 | | 5 | 2 | 3 | | 5 | | 2 | 3 | | 5 | | 2 | 3 | | 5 | | 2 | 3 | | 5 | 1 | 2 | 3 | 4 5 |
| Channel | Item | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Dates | Announce Rebrand | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Dates | E-Comm Launch | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Retail | Present Brand Deck to Retailers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Retail | Walmart Launch (TBD) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | A+ content build | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Set up brand registration | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Set up storefront + listings | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Set up FBA | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Conduct keyword research | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Ship product to warehouse | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Inventory arrives at warehouse | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Amazon | Execute paid campaigns | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | Present Social Strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | Lifestyle & Product Photoshoot (TBD) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | [WagBar] Ongoing posting | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | Announce Rebrand | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | [Prime Plus] Ongoing posting | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Influencers | Confirm agreements with paid influencers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Influencers | Organic influencer seeding | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Current Website Audit & Optimization | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Write web copy | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Select design template | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Align with client on creative direction | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Website Redesign | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Launch Rebranded Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ecommerce | Ongoing ecommerce management | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Ads | Present paid ad strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Ads (Google) | Run ads | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Ads (FB/IG) | Run awareness ads | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Ads (FB/IG) | Run lookalike ads | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paid Ads (FB/IG) | Run retargeting ads | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | Present Email Strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | Audit & Optimize email list segmentation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | [WagBar] Launch abandoned cart flow | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | [WagBar] Launch WagBar campaigns until Prime Plus launches | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | [Prime Plus] Build Out Prime Plus Flows | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | Announce Rebrand | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email | [Prime Plus] Ongoing email management | | | | | | | | | | | | | | | | | | | | | | | | | | | | |