

Monthly content schedule checklist

for

Name: _____

Brand name: _____

Website: _____



What's coming up in the next few months for my business?

6 month overview:

Month 1: _____

Month 2: _____

Month 3: _____

Month 4: _____

Month 5: _____

Month 6: _____

This could be:

- An event
- Product or service launch
- Something seasonal
- Case study
- Achievement
- Community involvement
- Testimonial
- Topical (industry news/update)
- Project

Monthly details & checklist

Month _____

What's happening _____

Title/headline _____

Purpose _____

(e.g. raise brand awareness, promote, reach new audience, increase visitors to website, invitation etc)

This is for _____

(target audience; age, job title, hobbies, lifestyle, aspirations etc)

Call to action _____

Key message _____

Where this content is to be used/seen _____

(e.g. for print, magazine, social media platform (please specify), website, blog, other - think about which platform your target audience regularly interacts with/ reads)

Design support required for this month _____

Date design work required by _____

Additional support required _____

(e.g. bespoke design / larger project / print management / brand review - let me know details and I'll prepare a proposal for you)

Content checklist

- **please provide the following elements ready to use within your design work**

Logo pdf file (high resolution, scalable)

Font and colour references

Copy to include

Photographs/Imagery (high resolution)

Dimensions for design work

Print specifications, if required

Any additional notes

Send to Becks

becks@inkshed-designstudio.co.uk

I'll schedule in your design work and send you jpeg files for design approval, then finalise the files ready for you to use and share.



BECKS NEALE
DESIGNER & BRAND CONSULTANT