

How to read and use the Marketing Campaign Calendar.

For the launch of this year's collection, we have introduced a brand-new feature: professionally designed marketing material tailored for social media channels. **All this material is provided to you for free** - a premium resource that can save you time, effort, and costs while enhancing your marketing impact.

Why use this marketing calendar?

- **High-quality content for free.** Our marketing materials are professionally designed, ensuring your brand communications look premium without the high cost of production.
- **Flexible & customizable.** Follow our marketing plan or mix and match materials to fit your product selection and store promotions.
- **Maximize your impact.** Using our materials ensures brand consistency, increases engagement, and makes marketing easier and more effective.
- **An easy start for social media.** If you haven't fully leveraged social media yet, this is the perfect way to get started effortlessly with expert-crafted content.

How the calendar is structured

The marketing campaign calendar provides a strategic overview of Innovation Living's planned marketing activities throughout the year. Each section helps guide your marketing efforts to ensure consistency and maximum effectiveness.

		INNOVATION LIVING'S									
		MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1.	PRODUCT FOCUS	LAUNCH	COMPACT	UNIQUE	SLYDERS	COMPACT	MODULAR	MULTIFUNCTIONAL	DAYBEDS	MULTIFUNCTIONAL	SLYDERS
2.	HEADLINE / THEME	Let's welcome collection launch	Why wait? Sofa by day, bed at night	Cozy comfort in timeless design	Sofa by day, bed at night	Compact sophistication	Timeless Scandinavian functionality	Modern minimalism with robust touch	Customizable compact comfort	Functional elegance in a trendy design	Cozy comfort - day and night
3.	PRIMARY PRODUCT	GREY	NEAR X	JELIS	AKELO LOUNGER	CUBED ALU	SPRITBACK CHROME	MINIUM STRIPE	ZEAL STRAW	LOMIRA	CONE
4.	OTHER PRODUCTS	LOMIRA SPRITBACK CHROME	NEAR X NEAR CHAIR	JELIS W. ARM SPRINK LUNAR, TEDDY LUNAR LOUNGER LONCH HORN	AKELO NEWALA NEWALA LOUNGER	CUBED WOOD CUBED ARM CUBED CHROME	SPRITBACK FRI DUBERO	ASLAK JUNUS FANTON	SIGMUND PURE ZEAL GREY NORIS ROLO	BALDER CORFUS FANTON	ESK NORUNA OSVALD REGAT SEY
5.	BRAND VALUE	Design partner The View	Comfort	We offer a 5 years warranty	Design partner The View	Craftsmanship, quality & longevity	Environmental considerations	Design it yourself	Environmental considerations	Design it yourself	Comfort
6.	ADDITIONAL THEMES	Editorial: Creativity new design	Editorial: Small space living Change Change Orange Zed & Vika Chair	Coffee table, Television, Couch Box & Ice Cream	Cozy time hangout in the lounger with storage	Red Red Red 18h, Cubed Alu, Vika chair	Scandinavian home cream cabinets, Nech, Lenny, Nevada, Spritback Fre & Racer	Accessories: Soft foot, Bean bag, Pocket pouch & Bar bean bag	Beams: Brown, Beams Pinnale Lounger, Chalkies, Bally, Aude, Jense, Unifut, Sigmund, Mini-wood & Ouvail	Blue Blue Blue Lounger, Softback & N'ash V & Vika chair	New Year Clear blankets
7.	PRESS	GREY	NEAR X	JELIS	AKELO LOUNGER	CUBED ALU	SPRITBACK CHROME	MINIUM STRIPE	ZEAL STRAW	LOMIRA	CONE
8.	CROSS CHANNEL DISTRIBUTION PROMOTION MATERIALS LIBRARY WEBSETS	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms	Full plug & play content package for all Salska platforms

The calendar is structured with horizontal rows for each month and vertical columns for various marketing elements. Here's a breakdown of each section and its purpose:

1. Product Focus

Each month highlights a key product category, such as Compact, SLYDERS, Multifunctionals, Modular, or Daybeds. This helps align your promotions with our overall marketing push.

2. Headline/Theme

Each campaign has a defined storytelling theme to create a cohesive message across all platforms. This ensures your audience receives a consistent brand experience.

3. Primary Product

This is the spotlighted product for the month, designed to be the focal point of digital marketing efforts.

4. Additional products

Beyond the primary focus, other products are included to complement the campaign, giving you flexibility in what to showcase.

5. Brand value communication

Each campaign reinforces core Innovation Living values such as comfort, craftsmanship, longevity, or sustainability.

6. Additional Themes

Throughout each campaign period, we also highlight supplementary themes like trending colors or editorial content.

7. Press Focus

This section outlines which product will be at the center of the month's press release, ensuring alignment across PR efforts.

8. Cross Channel Distribution

We maximize the reach of our marketing materials through multiple channels:

- Website (InnovationLiving.com)
- Social Media (Instagram, Facebook, LinkedIn, YouTube, Vimeo)

How to use this calendar for your business:

- **Marketing Teams:** Use the calendar to plan content creation, advertising, and promotional activities.
- **Sales Teams:** Align sales strategies with the campaign focus to maximize customer engagement.
- **PR Teams:** Ensure media outreach and press materials are in sync with the campaign themes.
- **Retailers & Partners:** Stay informed about upcoming promotions to coordinate marketing efforts.

Maximize your marketing with ease

If you're not using marketing materials yet, now is the time to start!

- **Using our materials is always better than not using them.** They are designed to drive engagement and visibility with minimal effort on your part. It's free and easy to use.
- **Creating this level of high-end content on your own can be expensive.** By leveraging our materials, you get a polished, professional look at no cost.
- **You don't have to follow the calendar exactly.** Pick and choose what fits best with your store and online presence.

Take advantage of this opportunity to enhance your marketing and attract more customers with ease!