

Storytelling – Process and Timing

The following is a sample timeline for the Storytelling landing page development.

EXAMPLE: If Storytelling page is planned to go live in July with the Facebook campaign in August.

NOTE: Timing of the project will be adjusted if there are delays in scheduling or the approval process.

Month	Activity	Notes
March	<ul style="list-style-type: none"> • Submit completed form. • Meet to review story direction and photography direction. You'll receive a written story direction for you to review and approve. • Supply existing photo assets, brand colors and fonts. • Pick talent for photo shoots. 	Timing of the project will be adjusted if there are delays in scheduling or the approval process.
April	<ul style="list-style-type: none"> • Once story direction is approved, a writer will be assigned and story development begins. GLP needs at least three weeks to create the story. • Photo shoot planned. GLP will provide a schedule with travel time, shoot locations, props and talent. 	<p>Reminder – these are third-person stories. The Influencer program is for first-person stories.</p> <p>If you want to include photography from your Storytelling photo shoot, the photo shoot must be held a month prior to receiving a proof of your landing page.</p> <p>Cancelations within a week of the photo shoot, not due to weather, are assessed a fee of \$500.</p>
May	<ul style="list-style-type: none"> • Story shared for review and approval. • Photo selects shared and chosen. • Final edited and color-corrected photos supplied. 	Once story is approved and photos are selected, GLP needs at least two weeks to share proof of Storytelling landing page.
June	<ul style="list-style-type: none"> • Landing page proof shared with selected photography and approved story. • Landing page approval by partner. • GLP supplies landing page files to your website contact to add the page to your website. • Partner makes the landing page live on their website. • Once page is live, Marcus Thomas begins production of Facebook ads. Ad campaign begins one month after landing page goes live. 	For example, if a landing page goes live June 1 st , the ad will go live July 1 st .

July	<ul style="list-style-type: none">Landing page live: July 1st	Ad campaign begins one month after landing page goes live.
August	<ul style="list-style-type: none">Facebook ad live: August 1st	*NOTE: If landing page experiences delays and is not live by July 1 st , the ad will not go live until September 1st
October	<ul style="list-style-type: none">Marcus Thomas to provide traffic report two months after ad campaign.	

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