

14-Day Influencer Launch Plan

**Holiday demand won't wait.
Neither should your campaigns.**

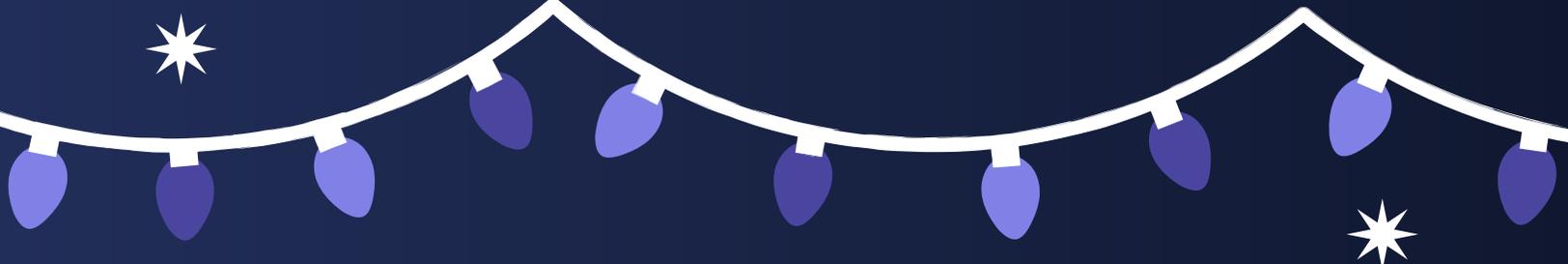
The busiest shopping season of the year is already here, and every day you delay means lost sales, rising ad costs, and missed share of wallet.

Most influencer campaigns take months to plan and launch but with AdParlor, you don't have that problem.

Our **14-Day Influencer Launch Plan** guarantees your campaign will go live with strategically matched, best-in-class creators, before the holiday window closes.

From kickoff call to live posts in just two weeks, we compress what normally takes months into a proven, streamlined process. We handle creator sourcing, contracting, shipping, content approvals, and amplification, so your brand can focus on sales while we deliver performance.





Your 14-Day Timeline to **Go Live**

Day 1

Kickoff Call & Alignment

Your campaign begins with clarity. In one call, we align on goals, creative priorities, and timelines so execution starts immediately.

Day 2–3

Creator Sourcing & Shortlist

Within two days, you'll receive a curated shortlist of best-in-class creators, carefully matched to your brand goals, not just pulled from a pre-set roster. No month-long delays.

Day 4–5

Outreach, Negotiation & Commitments

Contracts secured in under a week, with usage rights optimized for seasonal content. Your creators are committed while products ship.

Day 4–7

Product Shipment

We coordinate fast shipping so your creators have everything they need to start content production without lag.

Day 6–8

Concepts & Approvals

AdParlor manages content ideation in parallel with shipping, ensuring creators deliver concepts tailored to your objectives cutting costly rounds of revisions.

Day 9–11

Content Creation

Your creators begin producing campaign-ready content designed for performance, not just engagement. First drafts roll in while audiences are primed.

Day 14

First Creator Posts Go Live

Your campaign launches across creator channels, amplified with AdParlor's paid media expertise, turning creator partnerships into top-performing ads that scale holiday sales.

From kickoff to conversions in just 14 days!

Proof That It Works

4.36x

Return on ad spend

QVC Holiday Campaign*

26%

Sales growth

Rocky Mountain Chocolate campaign*

65%

Decreased cost-per-acquisition

TP-Link Influencer Campaign*

Trusted By Leading Brands



Bath & Body Works



Pre-peak now—early mid-Oct:

- Seed products to creators
- Brief creators, & build CGC volume
- Test hooks and offers
- Secure licensing/whitelisting
- Finalize measurement and dashboard plans

Peak BFCM/Cyber Week:

- Scale top creators and assets
- Use top creators to launch key promo deals and holiday LTOs
- Protect your budgets to double down on the winners

Speed Matters To Hit These Critical Windows

Last Ship mid-December:

- Deploy urgency messages with creators and scale with amplification
- Work with creators to craft last-minute gift guides, curbside angles, and redeploy best CGC via paid

**Reserve your 14-day
holiday launch slot
today!**

**Limited availability as
creators are already
booking for Q4.**



Reserve Your Slot

Or email us at: info@adparlor.com