

# Fashion Content Planning Template

## Campaign Overview

**Brand Name:** \_\_\_\_\_

**Campaign Name:** \_\_\_\_\_

**Collection / Product Launch:** \_\_\_\_\_

**Campaign Launch Date:** \_\_\_\_\_

**Production Date:** \_\_\_\_\_

### Campaign Objective:

- Product Launch
- Brand Awareness
- Customer Acquisition
- E-Commerce Growth
- Retail Support
- Seasonal Campaign
- Brand Repositioning
- Other: \_\_\_\_\_

# Step 1: Marketing Objectives

Before planning any creative concepts, define what this production must accomplish.

## Primary Business Goals

- Increase Sales
- Improve Website Conversion
- Support Product Launch
- Generate Advertising Assets
- Improve Brand Recognition
- Grow Social Media Presence
- Build Email Marketing Assets
- Strengthen Retail Relationships
- Generate PR Opportunities

## Success Metrics

Examples:

- Revenue generated
- Website conversion rate
- Ad performance
- Email click-through rate
- Content lifespan
- Asset utilization rate

Success Metrics: \_\_\_\_\_

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## Step 2: Channel Mapping

List every marketing channel requiring content.

| Channel         | Content Needed?          | Priority            |
|-----------------|--------------------------|---------------------|
| Website         | <input type="checkbox"/> | High / Medium / Low |
| Product Pages   | <input type="checkbox"/> | High / Medium / Low |
| Landing Pages   | <input type="checkbox"/> | High / Medium / Low |
| Meta Ads        | <input type="checkbox"/> | High / Medium / Low |
| TikTok Ads      | <input type="checkbox"/> | High / Medium / Low |
| Organic Social  | <input type="checkbox"/> | High / Medium / Low |
| Email Marketing | <input type="checkbox"/> | High / Medium / Low |
| PR & Editorial  | <input type="checkbox"/> | High / Medium / Low |
| Retail Partners | <input type="checkbox"/> | High / Medium / Low |
| Wholesale Sales | <input type="checkbox"/> | High / Medium / Low |

Additional Channels: \_\_\_\_\_

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# Step 3: Asset Requirements

## Website Assets

Required:

- Homepage Hero Images
- Collection Page Banners
- About Page Images
- Landing Page Assets
- Category Page Visuals

Notes: \_\_\_\_\_

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## Campaign Assets

Required:

- Hero Campaign Images
- Launch Assets
- Editorial Content
- Collection Storytelling Images

Notes: \_\_\_\_\_

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## **Product Assets**

Required:

- Product-On-White
- Lifestyle Product Images
- Detail Images
- Collection Groupings
- Styled Product Content

Notes: \_\_\_\_\_

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## **Social Media Assets**

Required:

- Instagram Posts
- Stories
- Reels
- TikTok Content
- Behind-The-Scenes
- Founder Content

Notes: \_\_\_\_\_

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## Advertising Assets

Required:

- Meta Ads
- TikTok Ads
- Pinterest Ads
- Display Ads
- Retargeting Creatives
- Creative Testing Variations

Notes: \_\_\_\_\_

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## Email Marketing Assets

Required:

- Product Launch Banners
- Newsletter Content
- Promotional Campaign Assets
- VIP Customer Content

Notes: \_\_\_\_\_

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# Step 4: Content Categories

## Launch Content

Purpose: Collection release and initial awareness.

Required Assets: \_\_\_\_\_  
\_\_\_\_\_

## Growth Content

Purpose: Customer acquisition and paid advertising.

Required Assets: \_\_\_\_\_  
\_\_\_\_\_

## Always-On Content

Purpose: Ongoing social media and marketing support.

Required Assets: \_\_\_\_\_  
\_\_\_\_\_

## Evergreen Brand Assets

Purpose: Long-term content that remains useful beyond a single campaign.

Required Assets: \_\_\_\_\_  
\_\_\_\_\_

# Step 5: Shot List Planning

## Hero Campaign Imagery

Purpose: \_\_\_\_\_

Quantity Goal: \_\_\_\_\_

## Product-Focused Assets

Purpose: \_\_\_\_\_

Quantity Goal: \_\_\_\_\_

## Lifestyle Photography

Purpose: \_\_\_\_\_

Quantity Goal: \_\_\_\_\_

## Founder & Brand Story Content

Purpose: \_\_\_\_\_

Quantity Goal: \_\_\_\_\_

## Short-Form Video Content

Purpose: \_\_\_\_\_

Quantity Goal: \_\_\_\_\_

# Step 6: Format Planning

## Vertical Assets

Platforms:

- TikTok
- Reels
- Stories

Quantity Goal:

## Square Assets

Platforms:

- Instagram
- Meta Ads

Quantity Goal:

## Landscape Assets

Platforms:

- Website
- Email Marketing
- Display Advertising

Quantity Goal:

# Step 7: Content Variations

Plan variations before production.

Required Variations:

- Different Crops
- Alternative Backgrounds
- Multiple Model Expressions
- Product-Focused Variations
- Lifestyle Variations
- Advertising Variations
- Seasonal Variations

Notes: \_\_\_\_\_

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# Step 8: Six-Month Usage Plan

## Month 1

Collection Launch

Assets Used: \_\_\_\_\_

## Month 2

Paid Advertising

Assets Used: \_\_\_\_\_

## Month 3

Email Marketing

Assets Used: \_\_\_\_\_

## Month 4

Website Refresh

Assets Used: \_\_\_\_\_

## Month 5

Social Storytelling

Assets Used: \_\_\_\_\_

## Month 6

Retargeting & Evergreen Marketing

Assets Used: \_\_\_\_\_

# Step 9: Content ROI Planning

## How Many Marketing Activities Will This Production Support?

- Website
- Product Launches
- Paid Advertising
- Email Marketing
- Social Media
- Retail Marketing
- PR Opportunities
- Wholesale Sales
- Brand Storytelling

## Estimated Content Lifespan

- 1 Month
- 3 Months
- 6 Months
- 12 Months
- Longer

## Target Asset Utilization Rate

Goal: \_\_\_\_\_%

# Post-Production Review

## Total Assets Created

Campaign Assets: \_\_\_\_\_

Product Assets: \_\_\_\_\_

Social Assets: \_\_\_\_\_

Video Assets: \_\_\_\_\_

Advertising Assets: \_\_\_\_\_

Total Assets: \_\_\_\_\_

## Performance Review

What performed best? \_\_\_\_\_

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What should be improved next production? \_\_\_\_\_

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## Key Takeaway

The goal is not to create more content.

The goal is to create a content system that supports launches, advertising, websites, email marketing, retail partnerships, and long-term brand growth from a single production.