



Campaign Time Line

- April 30th, 2014 - Release prototype to two (2) clients and one retailer
- May 1st - 11th, 2014 – Receive feedback and bug reports and repair for release
- May 13th, 2014 – Have software development team meet with *Vogue* to pitch/gain feature story in the September issue
- May 14th, 2014 – Release repaired application back to experimental group
- June 15th, 2014 – Prepare promotion video for social media outlets
- June 25th – 30th, 2014 – Send invitations to media outlets for launch event
- July 11th, 2014 – Media Alert goes out to RSVP'd media and priority outlets (has not responded)
- July 15th, 2014 – Host Fashion Link-Up Launch Party at The Vermilion
- July 30th, 2014 – Unveil software to Fashion Week BOE
- August 1st, 2014 – Release first newsletter to registered businesses/designers
- August 6th, 2014 - Distribute software to designers & agencies
- August 7th, 2014 - Gain national coverage on Good Morning America
- August 19th, 2014 – Host Q&A via social media for businesses, designers, and potential application users
- September 2, 2014 – Release to general public through app stores (iTunes, Google Play Store, etc...)
- September 3, 2014 – Host Twitter Chat in preparation for Fashion Week
- September 4-11th, 2014 – Host instructional workshops for designers/businesses on how to use software during high traffic events (like Fashion Week)
- September 4-11th, 2014 – Host instructional workshops for consumers on how to get the most out of the software during high traffic times and holidays
- September 16th, 2014 – Host Twitter Chat post-Fashion Week between designers, retailers, and application users
- October 1st, 2014 – Announce first 'Fashionista of the Month'
- October 15th, 2014 – Announce first 'Retailer/Designer of the Quarter'