Your year of creator content, *quarter by quarter.*

Map each quarter's seasonal moment to a retail milestone, then decide the product, creator angle, and offer that ties them together.

QUARTER	SEASONAL / CULTURAL MOMENT	RETAIL MILESTONE	PRODUCT CATEGORY TIE-IN	CREATOR ANGLE	OFFER TIE-IN
Example: Q1	*New Year's wellness reset*	*New SKU launch*	*Wellness / functional beverage*	*In-home routine content from real users*	*Launch-week Offer to drive verified first purchase*
Q1					
Q2					
Q3					
Q4					

Want help filling this in? Our team can match each quarter to creators in your target markets.