The SHELF checklist *for retail creator programs.*

Check off each item as your plan comes together.

S

SHELF BY SHELF

- [ ] **A retailer-by-retailer creator plan** with a distinct angle for each retailer's shoppers
- [ ] **Local creator coverage** in your priority markets and stores

H

HABIT, NOT A ONE-OFF

- [ ] **An always-on calendar** covering seasonal tentpoles, retail milestones, a creator bench, and launch sprints

E

EVERYDAY VOICES, NOT SCRIPTS

- [ ] **A one-page creator guardrail guide** with reasons to believe, a few talking points, and a handful of must-haves

L

LEVERAGE EVERY POST

- [ ] **A content reuse plan** covering paid, retail media, product pages, and AI search

F

FORWARD-FACING PROOF

- [ ] **Retail creator proof** in every sell-in conversation
- [ ] **Forward-facing KPIs** alongside your existing metrics, with room to test

Want help building your plan? Our team can help you check every box.