

Media Planning Process - Detailed Timeline		
Process	Description	Approx. Turnaround Time
Step 1 - Media planning decision	Determine whether you want to run digital advertising based on the organization's overall goals.	1-2 days
Step 2 - Media plan development	Based on an organization's goals, budget, target audience and flight dates, develop or work with an agency to develop a media plan that suits your needs.	1-5 days
Step 3 - Vendor contracts	Based on the complexity of the media plan, work with ad vendors to sign contracts, prepay invoices where necessary. Ask for ad specs at this stage. This might be done for you if you work with an agency.	1-3 days
Step 4 - Trafficking & Launch	<p>For self-serve platforms, you'll need to set up the campaign shell - including selecting the goal, adding flight dates and budgets, creating ad sets/groups and ads.</p> <p>For vendors, you'll need to package your ads and send the ad package as well as the URL. Make sure your ads are built to the specifications that the vendor requires.</p>	1-2 days
Estimated Total Time		10 days

Video Creative Production - Detailed Timeline

Process	Step	Approx Turnaround Time
Scripting <i>(approx. 2 weeks)</i>	Creative Brief Kickoff	1 day
	Scripting	4-5 days
	Script Review	1-2 day
	Script Revisions	2 days
	Revisions	1-2 days
Script Approval <i>(approx. 2.5 days)</i>	Internal Team Script Approval	1-2 days
	Research Script Approval	1 day
	Legal Script Approval	1 day
Production <i>(approx. 2 weeks)</i>	Production	10 days
Creative Review & Revisions <i>(approx. 5 days)</i>	Team Review R1	1 day
	Revisions R1	2-3 days
	Team Review R2	1 day
	Revisions R2	1-2 days
Final Approval <i>(approx. 3 days)</i>	Internal Team Approval	1 day
	Research Approval	1 day
	Legal Approval	1 day
Ad Packaging <i>(approx. 2.5 days)</i>	Edit Finalization	1-2 days
	Final Assets Delivery	1 day
Pre-flight testing <i>(approx. 4 days)</i>	Testing	3-5 days
Trafficking & Launch <i>(approx. 1.5 days)</i>	Trafficking	1-2 days
	Launch	1-2 day
Estimated Total Time		8-9 weeks