BLITZ Campaign Posting Guidelines ✳

Please review before posting.

The BLITZ campaign is a structured system designed to help your content reach the right audience and support meaningful results.

To ensure clarity, consistency, and accurate performance tracking, content must be shared exactly as delivered.

Deliverables

- ☐ Blitz Campaign Posting Guidelines (this form)
- ☐ HTML file that displays full calendar hooks, captions, and hashtags in browser
- ☐ Graphics Folder with labeled files and post types (text, static, carousel, reels)
- ☐ Canva-Ready CSV file (for your records)

↘ # 1. Follow the Plan as Designed

Each BLITZ post is intentional and sequenced.

- Posts are scheduled in a specific order
- Each post serves a different purpose (awareness, engagement, conversion)
- Changing timing, order, or format affects performance

Please do not skip, swap, or reschedule posts.

↘ 2. Post Content As-Is

All BLITZ content has already been optimized for clarity and consistency.

X Do not add text overlays

X Do not change fonts, colors, or layouts

X Do not add music, sounds, stickers, or effects

X Do not crop, resize, or edit content

X Do not rewrite captions

✓ **Simply upload and post exactly as provided.**

↘ 3. Creative Expression Window

Your creativity is encouraged and welcomed outside of campaign hours.

🕐 Creative posting window: 4:00pm – 10:00pm (local time)

This prevents overlap with BLITZ posts and avoids competing signals.

↘ 4. Designated Campaign Reel Days

In some campaigns, additional reel-based control boosts may be included to support testing and performance insights. On select days, BLITZ Control Booster Reels replace regular creative reels and are noted on the calendar.

Resume normal creative posting the following day after 4pm.

↘ Why This Structure Matters

- **Reels attract attention**
- **Static content builds clarity and confidence**
- **Sales require both**

This structure protects campaign momentum and allows us to accurately measure what works.

Same steps. Same timing. Same results.
Thank you for trusting the process.

↘ Contact Information

For any inquiries on this posting system, reach out to:

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