

Campaign Timeline

Provisional paid social campaign timeline	October		November		December		January		February		March		April		May		June		July		August		September	
Retrofit campaign targeting installers/fitters (LinkedIn and Meta)																								
1. Brand campaign																								
2. Product campaign Heat Pumps																								
3. Case studies & testimonials campaign																								
4. Fitters support campaign																								
5. Product campaign Aircon																								
Retrofit campaign on LinkedIn targeting C-suite, facilities management, industry groups, etc.																								
1. Brand campaign																								
2. Product campaign Heat Pumps																								
3. Case studies & testimonials campaign																								
4. End user support campaign																								
5. Product campaign Aircon																								

NB: The above schedule is subject to change depending on campaign performance. Each campaign will run for 21 days.

