



NKG MARKETING TIMELINE



1-MONTH PRIOR TO EVENT

EVENT WILL BE LISTED ON
MONTHLY NKG FB/IG CALENDAR
POST.



2



4

7-10 DAYS PRIOR TO EVENT

A CUSTOM VIDEO THAT IS
BOOSTED WILL BE POSTED ON
NKG'S FACEBOOK & INSTAGRAM.



6

1-2 DAYS AFTER EVENT

PHOTOS FROM THE EVENT WILL
BE POSTED ON NKG'S SOCIAL
MEDIA

1

2-MONTHS PRIOR TO EVENT

EVENT WILL BE LISTED ON THE
TOUR DATES PAGE NKG'S
WEBSITE WITH A CUSTOM EVENT
PHOTO.



3

25-30 DAYS PRIOR TO EVENT

A FACEBOOK EVENT WILL BE
CREATED. IT WILL INCLUDE:
DATE/TIME/LOCATION
CUSTOM GRAPHIC
CO-HOST INVITE



5

3-4 DAYS PRIOR TO EVENT

A CUSTOM STORY WILL BE
CREATED. IT WILL INCLUDE:
DATE/TIME
LOCATION TAG
CUSTOM GRAPHIC
CO-HOST TAG

