The Drip Campaign Calendar

12-Month Strategic Pressure Cadence — Chapter 7 Play

The Drip Campaign serves two purposes: internal pressure (unsolicited results aimed at your organization's decision-makers) and portable credibility (documentation that compounds across organizations). This calendar provides the cadence for both tracks.

TRACK 1: INTERNAL PRESSURE

MONTH	DELIVERABLE TYPE	TARGET AUDIENCE	STATUS
1	Quick win demo + ROI one-pager		
2	Competitive analysis (what peers are doing)		
3	Cost-of-inaction report for Q1		
4	Live dashboard or tool walkthrough		
5	External benchmark update		
6	Mid-year ROI summary with cumulative impact		
7	User testimonial / adoption story		
8	Competitive gap analysis (updated)		
9	Cost-of-inaction report for Q3		
10	New capability demo (varied format)		
11	Annual impact summary draft		
12	Year-end retrospective + next-year roadmap		

TRACK 2: PORTABLE CREDIBILITY

Every deliverable from Track 1 also builds your portfolio. Archive sanitized versions (remove proprietary data) for use in future roles, contracts, and presentations.

PORTFOLIO STORAGE LOCATION

SANITIZATION CHECKLIST (REMOVE BEFORE ARCHIVING)

CADENCE RULES

Vary the format so resistors can't prepare a standard counter-argument. One quarter it's a dashboard, next competitive analysis, next cost of inaction, next live demo. When to pause: after a significant win, give it time to breathe. When to push: after organizational inertia sets in post-win.