Briteweb

Brand & Website Launch Checklist

PRE-LAUNCH HYPE

- [ ] Website launch countdown
- [ ] Behind-the-Scenes video
- [ ] Explanier blog post
- [ ] Preview the logo, colors, or new features

SOCIAL MEDIA

- [ ] Update bios, avatars, covers
- [ ] Collaborate and encourage your team to share
- [ ] Get active in the comments and DM's
- [ ] Be authentic and guide the audience through this change

CELEBRATE

- [ ] Order new swag for the team
- [ ] Create an execute a content calendar to keep the momentum going

BRAND TOOLKIT

- [ ] Share the brand guidelines with the internal team
- [ ] Create a sharable folder to house your brand toolkit
- [ ] Provide a new e-mail signature
- [ ] Share a list of talking points

PUBLIC AWARENESS

- [ ] Create an email campaign series
- [ ] Prepare a media or press kit
- [ ] Build strategic partnerships
- [ ] Participate in industry community forums and events
- [ ] Plan a launch event in-person, virtual, or hybrid

Read more from our award-winning creative agency at briteweb.com/insights/launch