

Brand & Website Launch Checklist

PRE-LAUNCH HYPE

- Website launch countdown

- Behind-the-Scenes video

- Explainer 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 DMs

- Be authentic and guide the audience through this change

CELEBRATE

- Order new swag for the team

- Create and execute a content calendar to keep the momentum going

BRAND TOOLKIT

- Share the brand guidelines with the internal team

- Create a shareable 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
