

Brand & Website Pre-Launch Checklist

PRE-LAUNCH HYPE

- ☐ Website launch countdown
- ☐ Behind-the-scenes teaser video
- ☐ Blog post explaining the reason for the change
- ☐ Preview the logo, colors, or new look and feel

SOCIAL MEDIA

- ☐ Update bios, avatars, cover images
- ☐ Encourage your team to share the news with their networks
- ☐ Get active in the comments and DMs
- ☐ Be authentic and guide your 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 your internal team
- ☐ Create a shareable folder for your brand toolkit
- ☐ Provide a new e-mail signature
- ☐ Share a list of talking points or social post templates for your team

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

