# *Decision Foundry*

# Brand Rollout Strategy

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# Three Phase Rollout

### Phase One

- Audience Recognition
- Content Creation
- Asset Creation

### Phase Two

- Branding Campaign Scheduling
- Branding Campaign Execution
- Campaign Monitoring

### Phase Three

- Campaign Optimization
- Further Campaign Planning

# Internal/External Rollout Timeline

| Late Jan - Early Feb 2022 | Late Feb | Feb 2022 Continued | March 2022 | 2022 |
|---|---|---|---|---|
| **Content Creation** | **Brand Launch** | **Parallel Launch** | **Branding Ad Campaign** | **Optimization and product campaigns** |
| Inventory and update all brand assets | Relaunch all online communities and social networks | Begin outreach to prospects and industry partners | Initiate social media push and content sharing by employees to build excitement and introduce and amplify the new brand | Monitor campaigns and optimize as necessary |
| Prepare all marketing communications and channels | Orchestrate launch event and office celebration(s) | Update all business and member directories and association and sponsorship listings | Start post-launch "building momentum" communications and campaigns | Product marketing planning and content |
| Execute pre-launch teaser campaign | Start using all new brand assets (logo, email signature, marketing materials, etc.) | Make announcements to general contacts, industry and media | Begin general Branding Campaign | |
| | Reach out to current clients, top prospects and other critical business connections | | | |

# Audiences

- Existing customers
- VIP clients
- Existing SF audience
- Existing new employees
- Marketplace

# Content Required

- Brand Story
- Brand Launch Message
- Press Releases
- Emails
  - Internal & External Audiences

- Email Announcements: From the CEO, General Update
- Create Social Media Sites
- Create Social Media Ads
  - LinkedIn Sponsored and Native Ads
  - Facebook Sponsored Ads
  - Banner Ads
  - PPC

# Brand Assets Required

| Who We Are | Core Messages | Targeted Messages | Marketing/Comms |
|---|---|---|---|
| - Corporate Vision<br>- Values<br>- Brand Vision<br>- Corporate Overview<br>- Staffing Hierarchy<br>- Market Research | - Tagline/Slogan<br>- Brand Voice<br>- Positioning Statement | - Target Audience Profiles<br>- Key Messaging Strategy<br>- Brand Voice | - Website: Internet, CRM, Analytics Set-up<br>- SEO Strategy: on- and off-site<br>- Social Media Accounts<br>- Print/Digital Collateral |

# Public Relations Push

- Utilize HubSpot's PR tools to discover important journalists and publications for our industry
- Create/prep quotes, press releases, case studies, and executive bios for PR uses
- Document deadlines for pitches and award submissions
- Create Press Kit, which includes: Company Backgrounder, Management/Staff Bio, A Selection of Important Press Releases, Products/Services Fact Sheet(s), Case Studies, Noteworthy Press Coverage, Industry Awards and Accolades, Digital Artwork, Contact Information

# New Brand Checklist

**Administration**

- ❏ Email addresses
- ❏ Email signatures
- ❏ Business cards
- ❏ Internal documents (employee handbook, financial documents)
- ❏ External documents (sales materials, presentations)
- Financial materials (e.g., invoices)
- ❏ Trademarks
- ❏ Ad words
- ❏ Update third-party directories

**Web**

- ❏ Domain names
- ❏ Redirects
- ❏ Meta data
- ❏ Site titles
- ❏ Tags
- ❏ Logos
- ❏ Favicons
- ❏ SEO/keywords

**Marketing**

- ❏ Brand style guide
- ❏ Media kit
- ❏ Brand asset library
- ❏ Content guidelines
- ❏ Newsletter templates
- ❏ Promotional materials

**Social**

- ❏ Handles
- ❏ Profile pics
- ❏ Bios
- ❏ Hashtags