



BRAND LAUNCH CHECKLIST

Are you getting ready to launch your new or updated B2B brand? Here are some items you may need to have ready for the big day.

Brand Identity

- Letterhead
- Business cards (printed)
- Presentation template
- Document template
- Email signature
- Video call backgrounds
- Signage

Marketing

- Website
- Social media platforms
- Digital advertising
- Landing pages
- Collateral
- Presentations
- Press releases
- Email

Sales

- Prospecting letters
- Phone scripts
- Presentations
- Proposals

Service

- Customer onboarding
- Portals
- Applications
- Reports
- Forms
- Emails
- Phone scripts
- Surveys

Finance

- Billing system
- Terms & conditions
- Process documents
- Payment reminders

Human Resources

- Recruiting ads and postings
- Onboarding documents
- Training presentations
- Employee recognition

Legal

- Purchasing contracts
- Service-level agreements
- Licensing agreements