



BRAND LAUNCH PHASES

Launching a B2B brand requires a cross-functional launch team, careful coordination, and clear communication. Here is a phased process you can use as a starting point.

Phase I: Touchpoint Inventory

Create an inventory of all points where stakeholders encounter the brand including:

- **General:** Business identity materials, email signatures, presentation templates, document templates and video call backgrounds.
- **Marketing:** Digital advertising, social media, landing pages, emails, press releases, events, website, collateral, and presentations.
- **Sales:** Prospecting letters, phone scripts, presentations, and proposals.
- **Service:** Onboarding documents, portals, applications, reports, forms, emails, scripts, and other support materials.
- **Finance:** Billing systems, terms & conditions, process documents, and payment reminders.
- **Human Resources:** Recruiting, onboarding, training, and recognition.
- **Legal:** Contracts and product and service agreements.

Phase II: Operational Updates

Establish a timeframe for updating all touchpoints in preparation for launch. Keep the timeframe tight to minimize chances of the new brand escaping early.

- **Owners:** Assign an owner who will be responsible for rebranding each touchpoint.
- **Requirements:** Identify what messaging or visual assets will be required to update each touchpoint.
- **Dates:** Commit to dates when each touchpoint will be updated and ready for the launch date. Make sure all owners understand the touchpoint does not go live until the launch date.
- **Asset Library:** Create a central file location where all informational and visual assets will be stored for use by touchpoint owners.

BRAND TOUCHPOINT CATEGORIES

A small to mid-sized business can have hundreds or thousands of brand touchpoints that are part of the customer experience.





Phase III: Internal Launch

For most employees, the brand launch will be new and exciting. Give them time to learn about the brand and be part of the process **before you launch externally**. Here are a few steps you can take:

- **Resource Library:** Create a resource library giving employees access to brand guidelines, logo files, messaging guidelines, talking points, document and presentation templates, email signatures and others.
- **Launch Events:** Organize an all-employee launch event or series of events to introduce the brand, the employees' role, the significance to the business, and the resources available.
- **Group Meetings:** Train employees in functional and geographic groups about their role in delivering the brand to the market.
- **Internal Communications:** Use email, intranet, newsletters, and other internal communications to educate and motivate employees to support the brand.
- **Brand Gifts:** Celebrate the brand launch with employee gifts marking the occasion.

Phase IV: External Launch

The final step is to launch to customers, prospects, partners, and other external stakeholders.

- **Tier 1 Contacts:** Give your best customers and partners advance notice with a call from your CEO, a follow up email with key messages, and a branded gift package.
- **Tier 2+ Contacts:** On launch day, have account managers and sales reps call and email customers and prospects introducing the brand and how it will enhance the value you provide.
- **Touchpoints:** All touchpoints go live on Day 1. Make a splash!
- **Campaign:** Launch a multi-channel campaign introducing the brand and accelerating your pipeline.
- **Publicity:** Leverage existing media and analyst relations programs to create awareness for the launch. If you do not have an existing PR program, this can be a good time to start but don't expect coverage of your brand launch.

Most importantly, make sure to thank customers for their business and share your excitement for the future value you will be able to provide them.

Post Launch Note

Developing and launching a brand can consume your time and attention for months, but don't forget to plan for Day 2. It's important to be ready with brand awareness, demand generation, upsell/cross-sell programs, and employee engagement initiatives to build momentum immediately after launch.