

# REBRANDING CHECKLIST



## STRATEGY

- Determine Timing of Launch
- Demand Gen Funnel Plan
- Create Nuture Strategy
- Verify Market & Company Metrics
- Internal Brand Launch Plan
- Determine PR Plan

## WEBSITE

- Obtain New Domain
- Hire Agency For Website Rebuild
- Create Website Rebuild Strategy
- Audit Customer Brand Permission
- Pick & Purchase Domain (DNS) Hosting Provider
- Pick & Purchase Website Creation Tool
- Determine All Internal Technical Requirements
- Determine Automation Needs or Transfers with New Wet
- Conduct Website Content Triage (301 Redirects, etc.)

## IT

- New Email Domain Launch
- Email Signatures/Voicemail Msgs

## CONTENT

- Brand Guidelines
- Style Guide: Usage Guidelines for the Logo, Fonts, Colors, etc.
- Newsletter Template
- Translate Old Content into New Templates
- White Papers Templates
- Case Studies Templates
- Sales Sheet Templates
- Re-brand Chat Bot or Equivalent
- Conduct Branded Content Inventory
- Send Out a New Style Guide and Asset Kit Externally to Relevant Partners who Need Access to your Logo and Identity.

## PARTNER

- Identify Company Content on Partner Sites
- Create Partner Content Packets

## DEPARTMENTAL

- Assign Department Change Execution Dates
- Department List of Logos and Company Names

## PRODUCT

- Determine Need for Colors, Fonts and Icons
- Update Product with New Logo, Colors, Fonts and Icons
- Plan In-app Notification for Clients Ahead of Launch

## SOCIAL

- Transfer Previous Social Channels to New Company Channel
- LinkedIn Employee Banner Update
- Launch Brand Social Strategy

## SALES ENABLEMENT

- Sales Enablement Content Plan
- New Sales Deck & Talk Track
- Identify all Sales Enablement Content (inventory)

## SUPPORT

- Website Strategy for Support Tickets

## COMMUNICATIONS

- Launch Rebrand Press Release

## EVENTS/SWAG

- Business Cards
- Swag
- Office Swag Inventory

## VIDEO

- Create Video Announcing New Brand

## LEGAL

- Confirm Logo Legalities: New Brand Name, New Taglines, and/or New Product Names
- Consider Hiring a Lawyer for Permits, Trademarks, etc. for your Local and State Jurisdictions