Website launch *guide*

YOUR GUIDE TO A STRESS-
FREE LAUNCH STRATEGY

INTENTIONALLY DESIGNED

You are ready to *launch* your new website and share it with the world!

BUT LAUNCHING A NEW SITE WILL ONLY BE SUCCESSFUL WITH THE RIGHT MARKETING PLAN IN PLACE.

All too often, a launch plan is overlooked. It's easy to find ourselves spending all of our time finishing the site and rushing to hit publish only to get no enthusiasm from our audience in return. While you're excited about your new website, your audience won't be unless you implement a launch plan that creates a little buzz.

Once you've completed your website launch checklist and <u>notified Showit</u> to connect your domain and migrate your blog posts, you can start preparing to make your site live and celebrate the launch.

And the more prepared you are for it, the more confident you will be in it.

Launch plan *checklist*

SETTING ASIDE TIME TO CREATE YOUR PLAN IS CRUCIAL PRIOR TO LAUNCH.

HERE'S A BASIC LAUNCH CHECKLIST THAT YOU CAN FOLLOW TO PREPARE FOR YOUR LAUNCH:

Determine launch goals

You want to think about the purpose of this launch to get the most out of it and keep things focused along the way

Define your launch messaging

Think about how you are going to present your launch and what kind of messaging you'll use so things stay consistent

Brainstorm launch strategies

Figure out what launch strategies you will use to create hype (remember you don't have to do it all!)

Map out your launch calendar + logistics

Set your launch date and work backward to map out what your launch calendar looks like

Write launch content

Write all launch content like blog posts, social content, emais, and even new freebies that you'll use for your launch

Create launch graphics

Use your Canva templates to create graphics for social media, blogging, emails, etc.
Schedule and test everything - Use a scheduling app to pre-schedule all of your launch content so you can be more present and engaging during your launch

Celebrate your launch!

Determine your launch *goals*

It can be fun to launch your website and get caught up in the celebration, but thinking about the goal of your launch beforehand can help you have a more productive launch. You want to create launch goals so that you know what your focus is and the purpose of your launch.

On the surface you are just launching a website, but when you dig a little deeper, you can set goals for your launch to help guide things as you release your new website. Yes, it might just be a new website, but your website has a purpose and goal that can translate into your launch too.

Determine the goal for your launch and establish your pre-launch vs. post-launch statistics so you can evaluate the success of your launch too.

Define your launch *messaging*

Once you know the goal of your launch, you can tailor your launch messaging around that goal. As always, your content and messaging should be based on your brand message and voice, but you can be more specific with your launch messaging so that it is geared the right way.

Brainstorm launch *strategies*

There are several different type of launch strategies that you can use in your launch. You'll be able to launch with more impact if you leverage content, promotions, and giveaways during your launch - but that doesn't mean you have to do it all either. Figure out what will work best for you, your audience, and your launch and use a variety of strategies for best results.

- Share sneak peeks along the way
- Host a challenge
- Offer a free email course or workshop
- Create a custom quiz that will be fun and valuable for your audience
- Focus on your audience and how you can serve them
- Partner with influencers, affiliates, or industry friends to spread the word
- Encourage your audience to share
- Make it an event, use countdowns, and create hype
- Write a blog post to share about the process

Map out your launch *calendar*

You can determine when to promote your launch using this plug-and-play launch plan and schedule that attracts quality, engaged traffic as soon as you hit publish.

Remember that sometimes, it's better to push back your launch date if it means making your strategy more effective. Rather than rushing into it, make sure you've sat down with your team and that everyone is on the same page.

Use the launch calendar template on the following page to map out your calendar.

2 WEEKS BEFORE LAUNCH

- Tease your upcoming launch day and start letting people know things are changing
- Share your new freebie and encourage email list signups

WHERE TO SHARE

- ✓ Email list
- ✓ IG Stories
- ◯ IG Post/Reel
- ◯ IG Live
- ◯ Pinterest
- ◯ Facebook Groups

1 WEEK BEFORE LAUNCH

- Schedule all launch copy and graphics for launch week
- Share teaser about the new site with a sneak peek
- Share your new freebie and encourage email list signups

WHERE TO SHARE

- ✓ Email list
- ✓ IG Stories
- ◯ IG Post/Reel
- ◯ IG Live
- ◯ Pinterest
- ◯ Facebook Groups

1 DAY BEFORE LAUNCH

- Verify all launch copy + graphics are scheduled and ready to go
- Post a reminder of launch day

WHERE TO SHARE

- ◯ Email list
- ✓ IG Stories
- ✓ IG Post/Reel
- ◯ IG Live
- ◯ Pinterest
- ◯ Facebook Groups

LAUNCH DAY

- Post several times on social media announcing new website
- Show favorite details of the website on IG stories or Reels
- Post about giveaway and/or promotions (if applicable)
- Engage with followers about the site launch

WHERE TO SHARE

- ✓ Email list
- ✓ IG Stories
- ✓ IG Post/Reel
- ✓ IG Live
- ✓ Pinterest
- ✓ Facebook Groups

DAY AFTER LAUNCH

- Thank them for the support
- Share positive feedback
- Continue to engage about brand
- Answer FAQs

WHERE TO SHARE

- Email list
- ✓ IG Stories
- IG Post/Reel
- IG Live
- Pinterest
- Facebook Groups

Write your launch *content*

Once you have your launch roughly mapped out, you'll know what kind of content you need. This is where you will spend the most time in preparing for your launch, but for good reason. The content you share for your launch is what tells people about it, so of course it is important.

You'll want to spend time creating any and all content that goes along with your launch so everything is ready to go. This could include blog posts, social media content, emails, and even new freebies that will be used to promote your launch like workshops, challenges, or email courses.

To get you started, I've included a few content examples for social media and an email sequence structure that you can swipe and customize for your launch.

SOCIAL CONTENT

These suggested posts can be used on any social platform to build excitement and exposure for your new website. You can swipe the files below and pair them with your launch graphics. Also, these are formatted for written posts, but you could easily use them as prompts for stories, reels, IGTV, IG Lives, or pair them with other formats for more exposure.

Of course, I always recommend adding a personal touch to the swipe copy when possible: change the language if it doesn't fit your brand, add a personal note if it feels right, or pick and choose from the list below if you don't want to share as often.

Be sure to read through the copy before posting and fill in the blanks where necessary.

WEEK BEFORE LAUNCH

The countdown is on! One week from today I am releasing something exciting that I've been working on behind the scenes lately. Email subscribers get first dibs on all the juicy details so be sure to add your name to the list at the link in my profile!

DAY BEFORE LAUNCH

Something fun is happening tomorrow and I don't want you to miss it. This has been weeks in the making for me and the anticipation is killing me! Check back tomorrow to see what I've been working on so feverishly the past several weeks and what it has to do with you. If you can't wait to see it here, be sure to drop your email on the list to be the first to know (link in profile).

LAUNCH DAY #1

Today is the day! I am thrilled to announce the launch of my new website and invite you to celebrate with me! I've worked hard behind the scenes for the last several weeks to create this website with the help of a template from @intentionallydesigned and can't wait for you to see it. Check out my stories for more about this change!

LAUNCH DAY #2

I finally released the new website! I know how I feel about it, but I'd love for you to let me know what you think! Tell me below what your favorite part of the new website is.

DAY AFTER LAUNCH

What a wild ride this has been! I officially launched the new website yesterday and am blown away by the love and support I've gotten. Part of my heart went into making this site special for you and I am so thankful that you love it as much as I do. *Talk about why you created your new brand and what the process looked like for you OR share positive feedback you've gotten about the brand.*

WEEK AFTER LAUNCH

It's hard to believe I debuted my new website a week ago already, but the love is still pouring in and I couldn't be happier with the way it turned out. This new site marks the beginning of more new things from me. *Talk about what you offer and what they can expect to see from you soon.*

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EMAIL CONTENT

I recommend creating a short email sequence for your launch to generate the most hype. This is best done when paired with a free offering of some sort that can be released leading up to your launch.

WELCOME EMAIL (IMMEDIATELY AFTER SIGNUP)

Give them freebie, share your why and mission, introduce yourself

PERSONAL/BUILD A RELATIONSHIP (3 DAYS LATER)

Share a personal story about why you started and how you will benefit them (a mini version of your about page)

LAUNCH EMAIL (DAY OF LAUNCH)

Announce your launch and generate hype, sending them to the site to see more and social media to interact with you about it

Create your launch *graphics*

Your launch wouldn't be complete without some killer graphics to go with it. I'm sure you want your launch to look as beautiful and on-brand as your new website, so I've made some Canva launch templates for you! There are tons of options for every style and you can easily change the fonts, colors, layout, or make them videos.

SQUARE LAUNCH GRAPHICS

VERTICAL LAUNCH GRPAHICS

Schedule and *test* everything

Now that you've got your plan, all your content is written, and your graphics are ready, you can put it all together and schedule it out so that you can be more present during your actual launch. Use your favorite scheduling apps to make sure all blog posts, social media, and emails are ready to be published on the right day and time.

Be sure to run through everything before the launch to make sure things are in working order and ready for the big celebration!