

The background of the cover is a photograph of a workspace. In the top left, a portion of a silver laptop keyboard is visible. To its right is a white computer mouse on a dark grey mousepad. In the top right corner, there is a blue ceramic mug filled with dark coffee. On the right side, a person's hand is shown holding a pen and writing on a white notepad. In the bottom left, there are three overlapping hand-drawn circles on a light-colored surface, with the words 'Value', 'Strategy', and 'Trust' written inside them in a cursive font.

Brand Launch Workbook

A Guide to Launching Your
New Brand

The Golden Vineyard Branding Co.

Introduction

Launching a new brand can be overwhelming. This guide will walk you through each step of the brand launch process.

As you work through the pages, you may think of some additional steps that are not included in this booklet. Feel free to add them as you go.

Good luck!

Brand Launch Workbook

Pre-Launch

BUSINESS DOCUMENTATION

Legal considerations such as business formation documents, tax ID, licenses, insurance, etc.

BRAND IDENTITY

- Logo and Product Label Design
- Color palette
 - Recommended: no more than 4 colors
 - Use one for outlines and accents
 - Use one for calls to action
- Typography selection
 - Recommended: no more than 2 fonts
 - One for headlines, one for body text
- Tagline or slogan that describes the value or product
- Develop Tone / Voice: how will communicate? Casual, with an attitude, formal, etc. The brand tone should remain consistent in all brand communication (i.e., the website, social media, etc.)
- Personality Descriptors: a set of traits or adjectives that describe the brand (ex. Innovative, classic, reliable). Having these adjectives enable a brand to remain consistent in its communication visuals, etc. For all content, images, etc, ask: does it align with the personality we want to maintain?
- Develop Competitive Positioning: how do you want people to see your brand
 - Note: creating the elements above (personality, tone, etc.) help you stay “on brand”. Over time, consistency will reinforce the brand’s position.
- Develop Pricing Structure
- Brand Style Guide

NOTE: Make sure to get all the necessary file types for all graphic and brand designs (i.e., jpg, png, ai files, etc.)

Brand Launch Workbook

Pre-Launch

CREATE THE CUSTOMER EXPERIENCE

The customer journey is the overall interaction customers can expect when they come across your brand.

- Develop customer personas (one for each target audience segment)
 - See customer persona example at end of workbook

- Divide the customer experience into stages, like this:
 - Awareness: content for people who are new to the brand
 - Engagement: content to educate people on the brand's story, winemaking processes, etc.
 - Conversion: people become paying customers
 - Advocacy: how will you generate repeat buyers and loyal customers?

- Develop a "marketing funnel" that includes content and other touchpoints for potential buyers in each stage of the customer journey. (Use the template on the following page to create your funnel.)

Customer Journey Marketing Funnel



Top of Funnel: Awareness

Middle of Funnel: Engagement

Bottom of Funnel: Conversion & Advocacy

Pre-Launch

CREATE A CONTENT MARKETING OUTLINE

- Develop content for new, intermediate, and advanced knowledge levels (based on the customer journey, above)
- Write the brand story
 - Segment the brand story into chapters that can be shared as individual pieces.
- Professional photography
 - Images play a big part in your content marketing. All images should align with the brand that has been developed in the previous steps.

The template on the following page is designed to help you match the content type with the ideal audience.

Goals

Audience Tracker

platform	platform	platform	platform	platform

Content Buckets

educate

entertain

inspire

promote

connect

partners

Notes

Brand Launch Workbook

Pre-Launch

SEARCH ENGINE OPTIMIZATION (SEO)

SEO should be completed before you design a website. Why? Because SEO keywords will be used throughout your site's content.

- Keyword research for SEO, to be included in the website's content and product listings
- Keywords research will also reveal topics for content marketing

It's what happens BEFORE the sale that makes the sale.

Pre-Launch

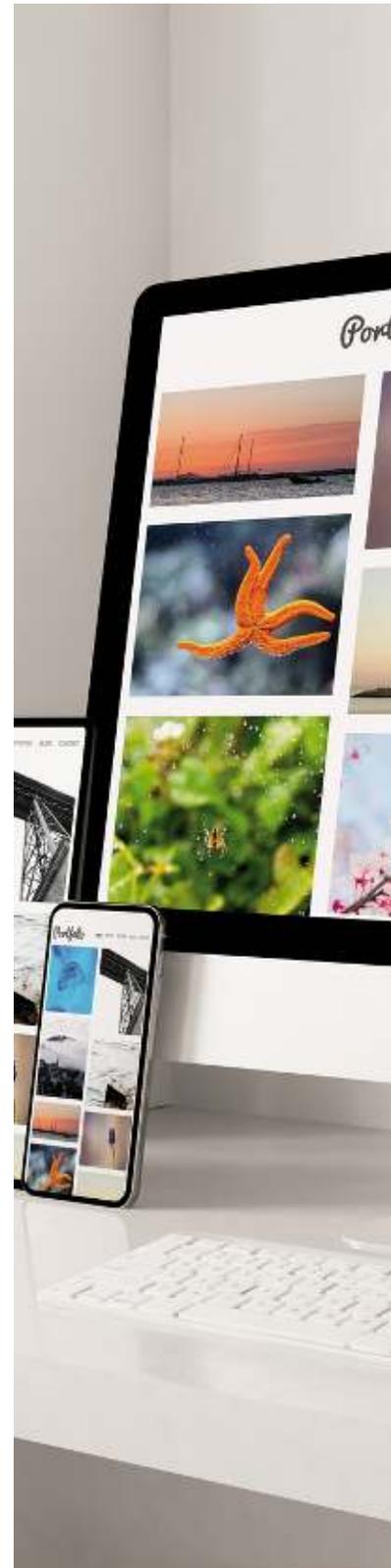
WEBSITE DEVELOPMENT

- Choose the domain name
- Set up business email
- Choose website site platform and hosting plan
- Set up payment processing
- Privacy policy and terms of service
 - Include GDPR and California privacy statements

Develop site features:

- Will the site include a blog?
- Lead capture: will you develop an email list? If so, what will motivate people to sign up? (i.e., rewards, discounted purchases, etc.)
- Email management system (i.e., MailChimp, MailerLite)
- Cookie notice

- Design and launch
- Set up analytics to track website traffic behavior



Pre-Launch

SOCIAL MEDIA MARKETING

- Create profiles, banners, and other necessary graphics
- Install appropriate tags on the website for each platform (if applicable)
- Create content calendar
 - How often will you publish to each platform (remain consistent)

INFLUENCER MARKETING

- Assemble a media mailing list composed of journalists in your niche, influencers, and experts.
- Email campaign to journals, magazines, websites or other media sites to get mentions.
- Do you need a press kit?
 - Influencers and media outlets often request press kits



Pre-Launch

OTHER CONSIDERATIONS

- Set the launch date and create teasing campaigns.
- Prepare all content for launch day: social media, newsletter, PR.
- Reach out to connections via network to create word-of-mouth marketing.
- To increase sales of your product, prepare incentives for early buyers and find ways to turn them into advocates that will bring in other customers.
- Can you go on podcasts in your niche and talk about your product?
- Set financial and marketing goals: how much revenue are you expecting the launch to bring in, and how many early buyers are you expecting to get?
- Make preparations to host an event post-launch.

Launch!

- Send out launch email and announcements.
- Publish every piece of content that you have prepared for this stage: posts on your brand's social media pages and groups, announcements on your company's website, other media platforms. Also, send the press release to the journalists, influencers, and experts you reached out to earlier.
- Host the product launch event.
- Offer product launch discounts and other benefits.

Post-Launch

- Highlight product reviews on social media and your website.
- Consider running paid ads on Google and social media to boost product awareness.
- Promote your product with influencer marketing and other industry media.

Brand Launch Workbook

Have questions?

[Click here to get in touch.](#)

Thank you!



Customer Persona Example

Olivia Wilson

profile

Gender : Female
Age : 28
Education : Bachelor's degree
Occupation : Marketing
Address : 123 Anywhere St., Any City



Biography

[Placeholder for Biography text]

Motivations

[Placeholder for Motivations text]

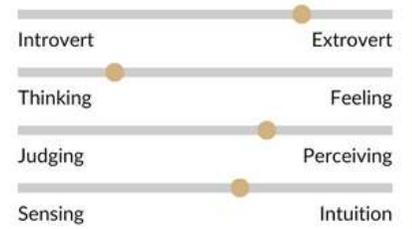
Goals

[Placeholder for Goals text]

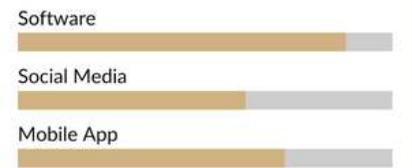
Frustrations

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Personality



Technology



Favorite Brands

[Placeholder for Favorite Brands text]