

## Marketing Launch Checklist for Startups

- **Strategic positioning and branding**
  - Establish company value prop, identify target customer personas
  - Draft company values and mission
  - Develop key talking points / messaging points / company summary / tagline, etc. (Standard content you'll use when talking about your company)
  - Style guide
    - Logo (and spacing/positioning requirements)
    - Typography (what fonts are you using and where/when?)
    - Brand colors (usually a pallet of 4-5 colors)
- **Digital Presence**
  - Website—purchase your domain sooner rather than later, you never know when someone might grab it!
  - Your site can be super simple but make sure it has these elements:
    - Description of your company/tech, the problem you're solving, who/what you're helping, and why it matters
    - A newsletter signup option (you may not have a CRM system yet to maintain these contacts but when the times comes to start pushing more information out, it'll be important to have a mechanism in place capture leads)
    - Contact information, even if this is basic info@ email address, a Google Voice phone number, and/or a mailing address
    - Implement Google Analytics so once you launch, you can monitor traffic
    - Include an area for news and/or a blog so when the times comes for your company to make announcements and share updates, there's a place to do so on your site—you could even call it "Updates" so that covers both company news and company opinions (blog)
    - Include a downloadable media kit somewhere on your site that includes the high-res version of your logo, a standard paragraph summary/boilerplate, and company fact sheet (likely most of the content you've already developed but perhaps some more technical data/facts that support your company's value prop)
  - LinkedIn
    - Put together a quick LinkedIn page with your logo, description and have your team members follow it
    - As you roll out news about your company, post it here
    - This is a low-maintenance social platform but is valuable to have as another place for your company to have an online presence
  - Google Alerts
    - If you haven't yet, set Google Alerts for your company and any other relevant industry topics you want to track (or competitors)
- **Content + Media**
  - Outside of the content you'll draft to describe your company, it's helpful to have a content calendar or content plan for the next 3-6 months. This includes planned/anticipated news announcements (you'll definitely want a press release or blog prepared to align with the launch of your website to introduce yourselves to the world), and any other pilot projects or blog posts you foresee for the next few months.



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- Begin developing a target list of press you'd like to reach out to when you launch. Let's have another chat when the time comes to reach out to press and we can think about the strategy/news angle you want to pitch them with.