

REBRAND LAUNCH IDEAS



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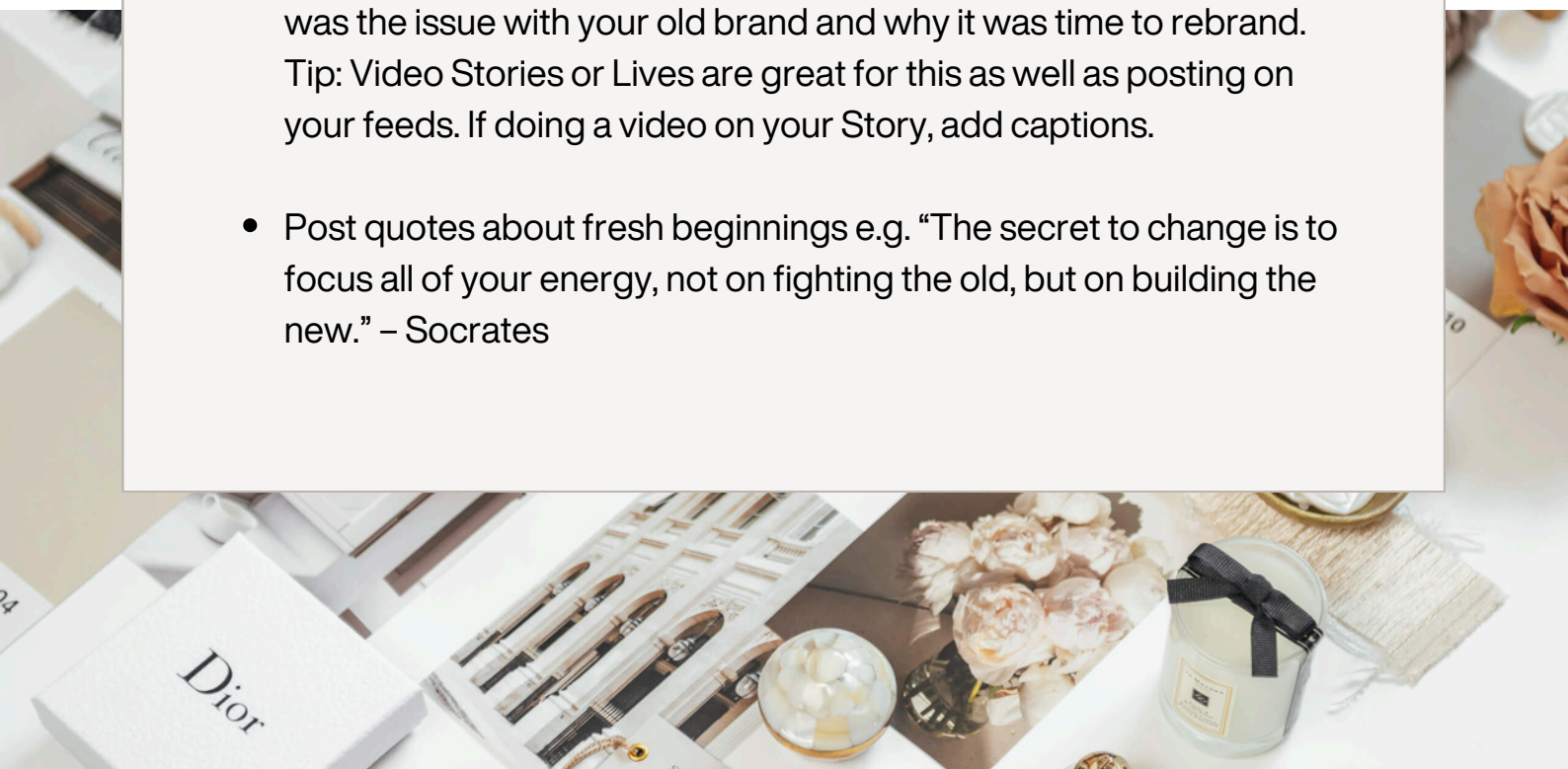
WELCOME

You've rebranded your business and now you're ready to show it to the world but how do you launch your beautiful new rebrand? Below are a few crucial steps you should take when communicating your new look with your existing audience.

PRE-LAUNCH IDEAS

I highly recommend doing sneak peaks of your new branding on social media prior to your big launch. This builds anticipations amongst your audience and warms them up to the idea of your new brand. You can do this by:

- Showing them any 'behind the scenes' content to give them a sneak peak of what's to come. This is especially great for Instagram Stories!
- Tell them a little reason about why you wanted to rebrand, what was the issue with your old brand and why it was time to rebrand. Tip: Video Stories or Lives are great for this as well as posting on your feeds. If doing a video on your Story, add captions.
- Post quotes about fresh beginnings e.g. "The secret to change is to focus all of your energy, not on fighting the old, but on building the new." – Socrates



Now you've rebranded how do you launch and communicate it to the world?

WHAT SHOULD YOU SAY?

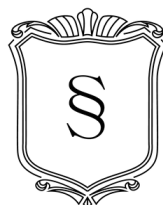
You opted for a rebrand for a reason and it's important that you're transparent about that reason with your audience. Whether it's a new focus, improved services, or a change in mission, your audience needs to understand the reasons behind your exciting new rebrand and how it will affect them.

WHERE SHOULD YOU SAY IT?

1. SOCIAL MEDIA

Create a static post which shows your new branding and use the caption to tell your story of what led you to the new aesthetic. Bring your audience along on the journey with you going from old to new. Pin this post to the top of your profile for a week or two.

Now share that story in multiple different ways. For example, record yourself telling the story on your Instagram stories, go on Facebook live or record a video for TikTok (whatever your preferred social platform is). Use polls and stickers to ask for your audience's opinion, get them involved.





2. YOUR WEBSITE

Some people like to create a banner which states 'new branding but same business.' This stops any existing customers from feeling confused when they see your new branding for the first time.

3. BLOG ARTICLE

You could write a blog article which tells the story of why you rebranded. Use the following structure.

1. What was wrong with the old branding and why wasn't it fit for purpose anymore.
2. What were the reasons you opted for the new branding e.g. new values, new audience, new mission.
3. How will it change the way your business operates and serves customers, what can your audience expect from you now?
4. Remember to share the blog on socials once you've published it on your website.

4. EMAIL LIST

Don't forget to email your list! Use the content you've been creating about why you're rebranding etc. Email before you launch as well as once the rebrand is live.

OTHER IDEAS

- A celebratory launch offer or giveaway
- Send out stationery and/or swag to influencers, publications or anyone you'd like to connect to and collaborate with
- Contact local press if your business is location-specific
- Go big (or small!) and throw a launch event, whether it's for your friends and close associates or you want to invite a wider circle of leaders, movers and shakers to get eyes on your business



CHECKLIST

Have you updated the following (if relevant):

- ☐ Website - including favicon
- ☐ Social media covers
- ☐ Social media profile icons
- ☐ Instagram highlight covers
- ☐ Linktree (or such app)
- ☐ Youtube cover
- ☐ Email signature/header
- ☐ Invoices
- ☐ CRM system (e.g. Dubsado, Honeybook...)
- ☐ Contracts/Disclaimers
- ☐ Questionnaires

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FOLLOW

This guide has been created by Sarah Shuttle in
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