



PRE-LAUNCH MARKETING CHECKLIST

WHAT SMART SERVICE BUSINESSES DO BEFORE THE OFFICIAL LAUNCH

1 DEFINE THE DIRECTION

- Define the goal of the launch.
- Identify the primary audience.
- Clarify the core problem you're solving —not what you're announcing.
- Establish success metrics.
- Align leadership on timeline & constraints (what's public, what's confidential).



2 SHAPE THE MESSAGE

- Develop a clear positioning statement.
- Craft a value narrative.
- Identify 3–5 proof points.
- Define what not to say yet.
- Create teaser language that builds curiosity without revealing details.



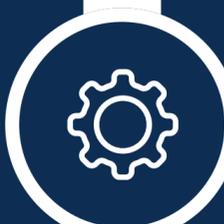
3 ALIGN EARLY

- Share launch goals, timing and constraints with your agency.
- Define approval workflows.
- Agree on what can and can't be said.



4 BUILD THE FOUNDATION

- Create landing pages (coming soon).
- Prep SEO groundwork.
- Set up lead capture and tracking.
- Craft sales enablement talking points and tools.



5 WARM THE MARKET

- Share thought leadership content.
- Begin local or industry visibility (where applicable).
- Re-engage warm audiences (email, LinkedIn, partners).
- Monitor engagement to refine messaging before launch.

6 ESTABLISH CREDIBILITY

- Identify and schedule media and partner outreach.
- Prepare embargoed briefings.
- Line up quotes and testimonials.



7 PLAN FOR MOMENTUM

- Create segmented launch emails.
- Prep the follow-up plan for ongoing visibility.
- Confirm internal teams are aligned and confident for sales.



8 FINAL CHECK

If you can answer YES to these questions, you're ready:

- Does our audience recognize the problem we're solving?
- Is our marketing agency fully aligned and proactive?
- Has our messaging been tested and refined?
- Are media and partners primed?
- Is the post-launch plan in place?



**REMEMBER:
MARKETING IS
THE RUNWAY,
NOT THE
MEGAPHONE.**