

# THE PLAYBOOK MEMBERSHIP

BRANDING | MODULE TEN

*Launching a brand into the real world*

PRE LAUNCH PREPARATION

PRE LAUNCH MARKETING

LAUNCH WEEK

POST LAUNCH

# PRE LAUNCH

*Your checklist is being served...*



## WEBSITE / NEWSLETTER LANDING PAGE TO DO:

- Secure domain and website platform
- Build a simple landing page
- Add email sign-up form
- Add launch date or “coming soon” message
- Include short brand positioning statement
- Add hero product teaser
- Include founder credibility where relevant
- Connect email platform to sign-up form
- Test page on mobile and desktop



## NEWSLETTER LANDING PAGE MUST HAVES:

- Brand logo
- Strong headline
- Short explanation of what your brand is
- Product/service teaser image
- Email sign-up form
- Clear sign-up incentive (early access / discount / free shipping)
- Social links
- Launch date or launch window (or countdown in a sale banner)

*If your website is not ready yet, you NEED to have one landing page to collate newsletter signups to notify them for launch.*



## TOOLS:

- Shopify (website)
- Showit (website)
- Squarespace (website)
- Klaviyo (email)
- Mailchimp (email)
- Flodesk (email)
- Canva (content)
- Google Analytics (tracking)
- Meta Pixel (tracking)



## SOCIAL MEDIA

- Create brand accounts
- Set up two-factor authentication (the authenticator app is the best way)
- Upload profile image
- Add bio
- Add link in bio (website/newsletter sign up page)
- Add branded highlight covers
- Create Instagram broadcast channel (another place to build an audience)
- Create first 9–12 grid posts or placeholders
- Pin key intro posts once content starts
- Follow relevant editors, creators, clinics, and industry accounts

*You are NOT meant to be on every platform. Start off with one or two and slowly show up on others but only if it aligns.*

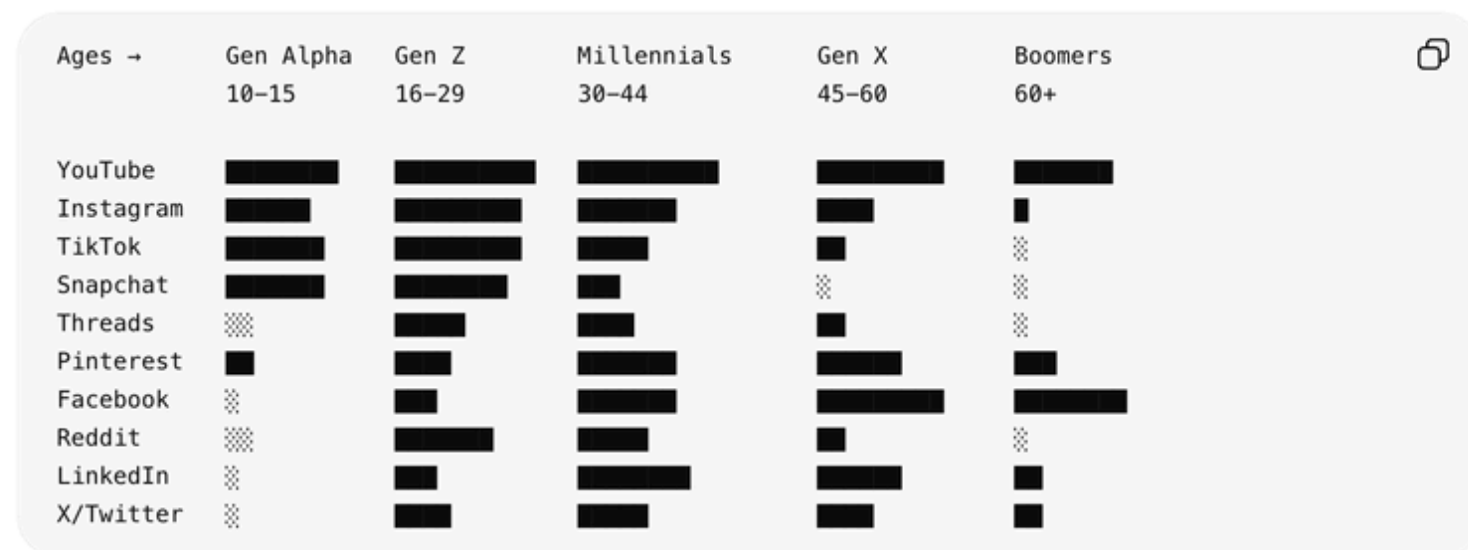


### **BIO TIPS:**

Bio's usually include:

- What the brand is
- Main credibility point
- Launch date or coming soon message
- Call-to-action to join waitlist

### Rough age ranges by platform (2025–2026)



#### Legend:

- ██████████ = dominant age group
- ████████ = strong usage
- █████ = niche/light
- ███ = very limited



## CONTENT & ASSET CREATION CHECKLIST

- Brand photography
- Product / service imagery
- Product-in-use / behind-the-scenes content
- Founder content
- Team & culture content
- Teaser graphics
- Launch / announcement graphics
- Website imagery (portrait & landscape)
- Website banners (portrait)
- Email banners (portrait)
- PR / gifting visuals (if you have products)
- Testimonial / social proof graphics
- Case study content
- Short-form video content
- UGC-style content
- Offer / product benefit graphics
- Process / how-it-works content
- Routine / how-to / workflow content
- Portfolio showcase content
- Social media templates
- Ad creative assets
- Campaign graphics (for specific launches)



## ORGANISATION CHECKLIST

- Create folders for each content category
- Name files clearly
- Separate pre-launch, launch, and post-launch content
- Prepare captions in advance
- Prepare story templates
- Prepare launch week graphics
- Create a content calendar



## TOOLS:

- Canva (creation)
- CapCut (creation)
- Later (scheduling)
- Planoly (scheduling)
- Notion (planning)
- Google Drive (organisation)
- Dropbox (organisation)
- ChatGPT (copy)
- Midjourney (images)



## EMAIL CHECKLIST

- Email marketing platform
- Sign-up form
- Waitlist segment
- Welcome email
- Launch announcement email
- Early access email
- Launch day email
- Reminder email
- Post-purchase email
- Abandoned cart email



## PRE LAUNCH EMAIL FLOW

### **Email 1 - Welcome / Waitlist Confirmation**

Confirms the customer has joined the list and introduces the brand.

### **Email 2 - Founder Story**

Builds trust through the reason behind the brand.

### **Email 3 - Product/Service Teaser**

Introduces the hero product/service and why it was created.

### **Email 4 - Launch Reminder**

Builds anticipation before launch day.



## TOOLS:

- Klaviyo
- Mailchimp
- Flodesk
- Shopify Email
- Google Analytics
- Meta Pixel



### *Pre-Launch Preparation Summary:*

- Landing page is live (for newsletter sign ups)
- Email sign-up form is working
- Social profiles are set up
- Instagram broadcast channel is created
- Link in bio is active (for landing page to newsletter signups)
- Core content assets are created
- Email platform is connected
- Tracking tools are installed
- Launch date or launch window is confirmed
- Pre-launch content calendar is ready

# PRE LAUNCH MARKETING

*Content matters more now than ever...*



### WEEK 1

#### YOUR BRAND WORLD.

Introduce the aesthetic, founder energy, and overall feeling of the brand before selling the product/service.

### WEEK 2

#### YOUR BRAND PHILOSOPHY.

Introduce the brand approach and what makes the business different.

### WEEK 3

#### BUILD THE OBSESSION.

Build anticipation around the business offering through process, visuals, and transformation-focused content.

### WEEK 4

#### MAKE IT FEEL LIKE A NEED.

Move from initial interest into emotional connection and everyday relevance.

### WEEK 5

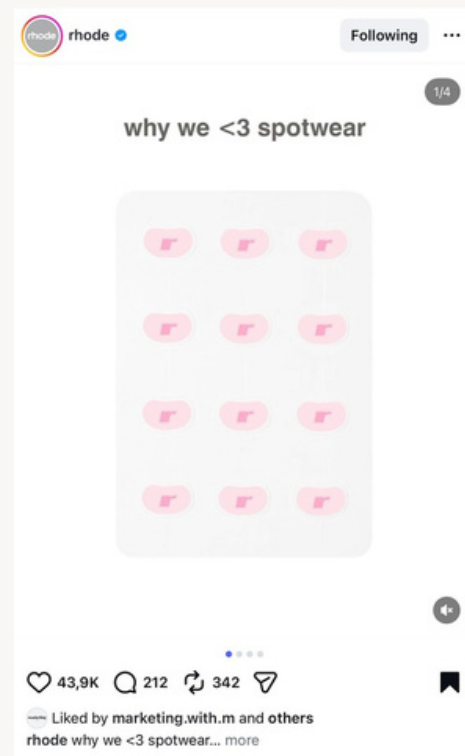
#### FULL SERVICE/PRODUCT BREAKDOWN

Fully introduce your service or product and begin direct launch messaging breaking down all selling points and benefits.

### WEEK 6

#### BUILD LAUNCH HYPE.

Begin creating urgency, increase excitement, introduce any promotional offers, countdowns, and reminders.





## COMMUNITY BUILDING CHECKLIST

- Create Instagram broadcast channel
- Post daily story updates
- Share founder-led insights consistently
- Repost community engagement where possible
- Encourage audience questions around your product/service
- Add countdown stickers 2 weeks before launch
- Push newsletter sign-ups regularly
- Build a recognisable tone and posting rhythm

### INSTAGRAM & TIKTOK EXAMPLE:

PLATFORM	CONTENT TYPE	PURPOSE
Instagram Stories	Polls & Question Boxes	Increase interaction
Instagram Broadcast Channel	Founder updates & launch reminders	Build exclusivity
TikTok Comments	Founder replies	Build trust and visibility
Instagram Stories	Behind-the-scenes moments	Create emotional connection
Instagram Stories	Countdown stickers	Build anticipation
Instagram Feed	Founder-led content	Establish authority
Instagram Stories	Community reposts	Encourage audience participation



## INFLUENCERS

TYPE	FOLLOWER RANGE	PURPOSE
Micro Influencers	10K–50K	Strong engagement & trust
Mid-Tier Creators	50K–250K	Awareness growth
Larger Creators	250K+	Wider launch visibility



## THE PROCESS:

### 3–4 Weeks Before Launch

- Build influencer outreach list
- Begin contact and gifting conversations
- Secure launch posting interest

### 2 Weeks Before Launch

- Send PR boxes and gifting
- Confirm launch posting dates
- Encourage teaser story content

### Launch Week

- Coordinate posting schedule
- Repost creator content
- Push creator reviews and routines



## PAID ADS

AD TYPE	PURPOSE
Founder-Led Video Ads	Build trust and credibility
Product Teaser Ads	Create curiosity
Waitlist Ads	Drive email sign-ups
Educational Ads	Position expertise
UGC-Style Ads	Make the brand feel relatable
Routine-Focused Ads	Reinforce brand philosophy



## TIMELINE

Phase 1 (REACH) - Awareness (2–4 weeks before launch date)

Phase 2 (LEADS) - Consideration (1–2 weeks before launch)

Phase 3 (CONVERSION) - Conversion Push (Launch week)



## PRE LAUNCH GOALS

- Build awareness before launch
- Grow the waitlist (newsletter subscribers)
- Warm up audiences before launch week
- Increase founder recognition
- Drive traffic to landing page
- Retarget engaged audiences during launch week

# LAUNCH EXECUTION

*The fun part...*

CONTENT TYPE	CONTENT IDEA
Video Content	Founder or brand introduction video sharing the story, purpose, or vision behind the launch
Static Content	Editorial-style campaign imagery introducing the offer, aesthetic, or brand positioning
Story Content	Launch-day story sequence with countdowns, behind-the-scenes moments, reposts, polls, and direct links
Email Content	Launch announcement email introducing the offer with a clear CTA to shop, book, inquire, or join



## LAUNCH WEEK PRIORTITIES

- Maintain daily posting across all platforms
- Keep founder presence high
- Repost creator and community content consistently
- Push website traffic daily
- Keep stories active throughout the day
- Build excitement through repeated visibility



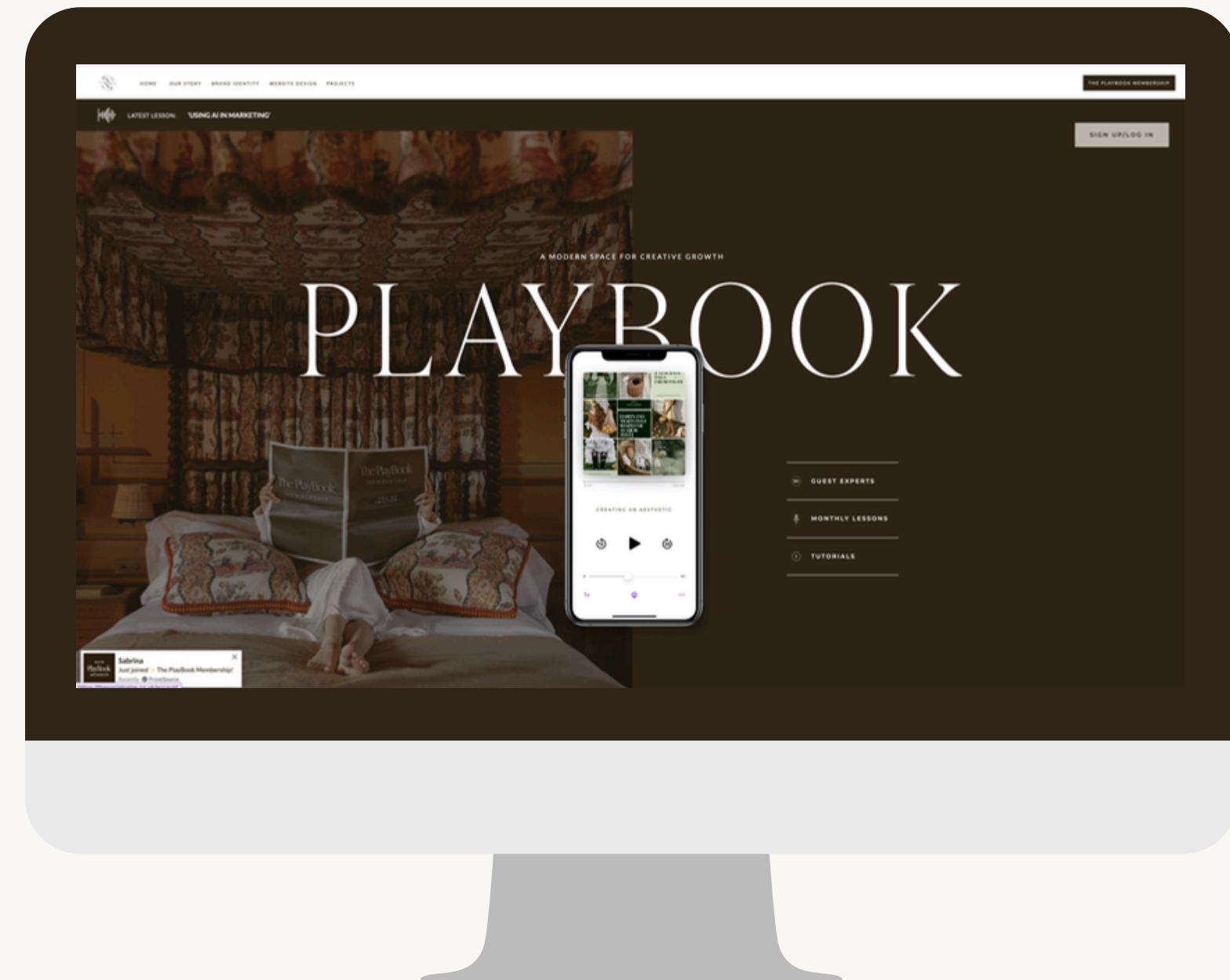
## WEBSITE LAUNCH CHECKLIST

- Test all pages on mobile
- Test all pages on mobile
- Test checkout flow
- Connect email sign-up forms
- Add analytics and Meta Pixel
- Check all links
- Optimise website speed
- Prepare launch homepage banner
- Test discount codes and offers
- Ensure all launch emails are connected



## PRIORITISE ON WEB:

- Mobile-first design (most people use mobile)
- Clear product/service storytelling
- Strong visual identity
- Fast/Easy navigation
- Easy checkout/Booking experience (less clicks the better)
- Founder credibility
- Social proof/Reviews





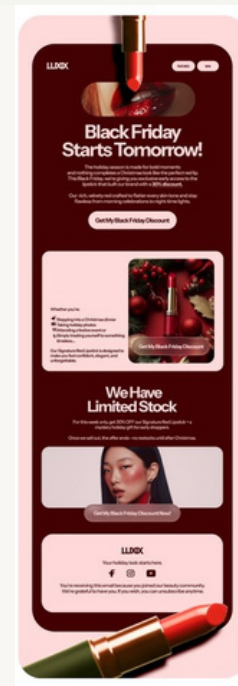
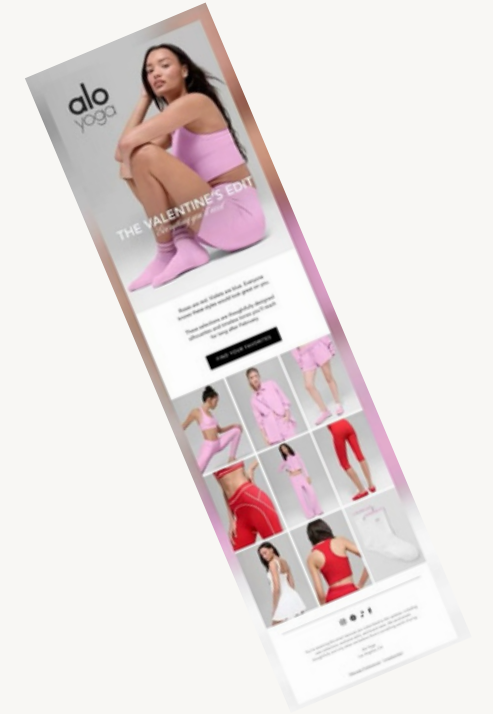
## LAUNCH OFFERS

OFFER	PURPOSE
Early Access	Reward waitlist/newsletter subscribers
Limited-Time Launch Discount	Encourage faster conversions
Free Shipping (Product only)	Increase conversion confidence
Limit Quantities/Spaces for First Drop	Create urgency and exclusivity



## EMAIL ROLLOUT

EMAIL	TIMING	PURPOSE
Early Access Email	Night before / morning of launch	Reward waitlist subscribers first
Launch Announcement	Launch day AM	Officially announce launch
Founder Email	Day After	Build emotional connection
Reminder Email	48 hours later	Push urgency and conversions
Last Chance Email	End of offer window	Final urgency push



# POST LAUNCH

*Keep the momentum going...*

*Social Media PlayBook > Guests PlayBook*



## BEGIN WITH YOUR EVERGREEN CONTENT

### SOCIAL MEDIA MANAGER EXAMPLES

1. Content audits
2. "Fixing your content" series
3. Before vs. after feed transformations
4. Hook rewrites
5. Caption rewrites
6. Content planning BTS
7. Client win breakdowns
8. "What I'd post for this brand" series
9. Day-in-the-life content
10. Content strategy tips
11. Social media myths/opinions
12. Trend predictions or updates
13. Screen-recording workflows
14. Content idea/prompt series
15. Brand account teardowns



## BEGIN WITH YOUR EVERGREEN CONTENT

### BRAND DESIGNER EXAMPLES

1. Before vs. after rebrands
2. Logo redesign concepts
3. Packaging critiques/redesigns
4. "Fixing this branding" series
5. Moodboard creation videos
6. Typography pairings
7. Color palette showcases
8. Website audits
9. Creative process timelapses
10. Brand strategy tips
11. Brand inspiration breakdowns
12. Reimagining famous brands
13. Design mistakes brands make
14. Portfolio/project showcases
15. Brand psychology content

*Stay Consistent with*



### **KEEP UP WITH THE ENGAGEMENT**

- Repost customer content regularly
- Encourage tagged content
- Use polls and Q&As weekly
- Keep broadcast channel active
- Continue founder interaction in comments and stories



### **SHARING SOCIAL PROOF**

1. Client testimonials & reviews
2. Client transformation or before/after results (branding / feed plan)
3. Client wins, milestones, or success metrics
4. Case study breakdowns showcasing process and outcomes



### **CLIENT / FOLLOWER RETENTION**

- Encourage client reviews (to share on websites/socials)
- Repost customer content regularly
- Create reminder content (30 day challenges etc)
- Send post-purchase education emails (content ideas/optimisation hacks)
- Share founder processes/ways of thinking consistently
- Ask directly what the client needs support with and then do a series on stories to support

## OVERALL TIMELINE

### 10–12 WEEKS BEFORE LAUNCH FOUNDATION & SETUP

- Finalise branding and packaging
- Build landing page for newsletter sign ups
- Create Instagram and TikTok accounts
- Set up email platform and flows
- Create content folders and planning systems
- Install website analytics and Meta Pixel
- Begin campaign and product asset creation

### 8–10 WEEKS BEFORE LAUNCH CONTENT & ASSET CREATION

- Create launch campaign visuals
- Film video content
- Design launch graphics and story templates
- Create website imagery and product videos
- Prepare PR and influencer gifting assets (product only)
- Build content calendar plan

### 6–8 WEEKS BEFORE LAUNCH PRE-LAUNCH CONTENT BEGINS

- Begin posting consistently on chosen social platforms
- Introduce founder and brand philosophy in content
- Push waitlist sign-ups
- Launch broadcast channel (IG)
- Begin community engagement and story activity

### 4–6 WEEKS BEFORE LAUNCH PRODUCT TEASING & COMMUNITY BUILDING

- Introduce the main service/product through teaser content
- Increase founder-led storytelling
- Start PR outreach (if needed)
- Confirm influencer gifting list
- Begin teaser paid ads and waitlist (newsletter signups) ads

### 2–4 WEEKS BEFORE LAUNCH HYPE & VISIBILITY PHASE

- Send PR and influencer gifting (if needed)
- Push launch countdowns
- Increase posting (if you can)
- Share behind-the-scenes launch prep
- Increase waitlist urgency messaging
- Prepare launch emails and launch offers

### LAUNCH WEEK LAUNCH EXECUTION

- Launch website
- Send launch emails
- Activate creator and influencer posting (if applicable)
- Push founder-led launch content
- Maintain high story activity daily
- Repost community and creator content (product focus)
- Run launch-focused paid ads
- Push website traffic consistently

### 1–4 WEEKS AFTER LAUNCH POST-LAUNCH MOMENTUM

- Continue founder-led and routine content
- Repost customer and creator content (product focus)
- Push reviews and testimonials
- Maintain community engagement
- Continue educational and relatable content
- Monitor launch performance and analytics
- Begin teasing future product expansion

# YOUR PLAYBOOK PRACTICE

*Action Task*

# YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

1. Find a brand that you love how they do their marketing

Create a save folder and save their teaser/launch content

2. Begin to plan out content ideas in your content calendar

Write the hooks and add a link to the content inspo you're referring too

3. Choose your tool to collate leads.

- Google form (link in bio)
- Contact form (on your website)

4. Design your first email

You can do this in Canva, play around with ideas and collate inspo from Pinterest on designs.



# TURN THE PAIGE

*and follow The PlayBook*

NEXT UP: PLANNING A BRAND SHOOT