

4 Tips to Execute a Seamless Brand Relaunch



WHY IT'S IMPORTANT

A brand relaunch can be an important step in taking your business to the next level. It can strengthen your brand's market position, connect you with new consumers and help energize sales.

There are many factors that go into a relaunch, and it's important to spend the appropriate time planning to ensure a smooth transition. Streamlining your brand relaunch will avoid a disruption of your ongoing marketing efforts, ensure consistent communication to your audiences and get sales channels onboard.

1

IDENTIFY WHO WILL BE AFFECTED BY THE RELAUNCH.

- Identify your audiences – both internal and external.
- Build a notification plan for local sales channels, distributors and partners.
- Prepare your operations team to accommodate the increased demand for your product or service as a result of the relaunch.

2

PREPARE AN INVENTORY CHECKLIST OF BRANDING MATERIALS TO BE REFRESHED.

- Remember, it's more than just business cards and signage. Consider all marketing channels: customer communications, organic communications, paid advertising and of course, product packaging.
- A marketing resource management system (MRM) can help make this step easy. Simply search by piece affected and easily update impacted fields – including logo, taglines or contact information.

3

DEVELOP A COMMUNICATIONS PLAN.

- Create a plan for communicating your relaunch to both internal and external stakeholders.
- Include branding guidelines and definitions for your internal stakeholders.
- Be sure to provide training and support for local sales teams. They will be on the front line of the relaunch and must be prepared to use new materials and answer customers' questions.

4

MANAGE THE ROLLOUT WITH AN MRM SYSTEM.

- Mistake proof your launch. Load your updated marketing materials prior to the launch of your new brand and set to automatically switch over on your specified rollout date and time.
- The MRM systems help locate, update and customize materials over time, with the convenience of integrated workflows to manage the approval process.

LOOKING FOR MORE IDEAS?

- Keep it under wraps until deployment day.
- Consider creative ways to tell the story, such as a YouTube video or an engaging event.

CONNECT CONSUMERS WITH YOUR BRAND.

Learn more about how a marketing resource management system can help streamline a brand relaunch, and about Vya's solutions for local marketing campaigns. Visit vya.com or call **+1-800-426-7921**.