

Rebrand rollout checklist

Your team

Action	Notes	Complete by	Owner	Completed?
Senior management buy-in				
Team communications – including business case and benefits of rebrand				
Communications to partners				

Action	Notes	Complete by	Owner	Completed?
Register a new domain name				
Set up new email addresses				
Forward old email addresses				
Design and build new website				
Redirects from old website to new one				
Update Google Analytics with new website URL				
Update Page Titles and Descriptions on existing website				

Action	Notes	Complete by	Owner	Completed?
Announce new brand through blog/news article				
Update keywords for SEO				
Update online directory listings				
Update any other websites and directories				

Action	Notes	Complete by	Owner	Completed?
Update company information				
Update logo and photos				
Create a post about new brand				
Update Bing Places For Business				

Social media (repeat for each platform as appropriate)

Action	Notes	Complete by	Owner	Completed?
Update logo/profile image				
Update company name/page name/username				
Update email address				
Update website URL				
Update contact/action button				
Update about/profile/bio information				
Update cover image				

Social media (repeat for each platform as appropriate)

Action	Notes	Complete by	Owner	Completed?
Post an update about your new brand (pin to top of page?)				
Update links from your website to any changed social media account URLs				

Action	Notes	Complete by	Owner	Completed?
Tell Company House				
Tell HMRC				
Tell your bank				
Tell your insurers				
Update invoices				
Update statements/ policies/ terms and conditions				
Update employee contracts				

Action	Notes	Complete by	Owner	Completed?
Update supplier contracts				
Update customer contracts				

Action	Notes	Complete by	Owner	Completed?
Update business cards				
Update letterheads				
Update envelopes				
Update email signatures				
Update telephone voicemail, on-hold and out of hours messages				
Update signage				
Update name badges				
Update internal documents, forms, etc				

Other marketing materials

Action	Notes	Complete by	Owner	Completed?
Update photography				
Update presentations				
Update Word document templates				
Update brochures, flyers and catalogues				
Update trade show kit				
Update case studies				
Update client testimonials				

Other marketing materials

Action	Notes	Complete by	Owner	Completed?
Update online ads				
Update training materials for customers				

Your existing clients

Action	Notes	Complete by	Owner	Completed?
Email customers ahead of changeover using existing brand				
Email on changeover day using new brand				
Brief team to talk to customers about new brand				
Brief team to hand out updated business cards				

Action	Notes	Complete by	Owner	Completed?
Create a press release				
Send press release to local/ national publications				
Send press release or articles to local associations				

More information

Refer to our [blog article](#) for more information about each of these steps.