

Grand Opening Marketing Preparation Checklist

Branding & Materials

- ☐ Logo and brand assets finalized
- ☐ Grand opening signage prepared
- ☐ Flyers, posters, and print materials ready

Online Presence

- ☐ Website created/updated for event
- ☐ Grand opening post scheduled on social media
- ☐ Email invitation designed & scheduled

Advertising & Outreach

- ☐ Press release drafted and distributed
- ☐ Ads booked (print, radio, online)
- ☐ Local influencers/partners contacted

Event Logistics

- ☐ Welcome gifts or promotions prepared
- ☐ Photography/videography arranged
- ☐ Staff assignments planned

Follow-up

- ☐ Post-event thank you email prepared
- ☐ Social media photo sharing scheduled
- ☐ Collect and review attendee feedback