

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