

GRAND OPENING TIMELINE

WHEN?

WHAT?

HOW?

8 - 12 WEEKS

Welcome/Introduction

Call with Marketing Team- discuss support, timeline, answer questions

Store Information

Submit store name, logo, brand description, and contact information

Digital Media

Plan for "Coming Soon", "Now Opening" messaging

Signage

Submit banner for graphic approval

Video

Confirm video needed - discuss strategy

4 - 8 WEEKS

Website

Add "Coming Soon" message

Social

Confirm strategy, provide copy and image for "Now Open"

Event Planning

Call with Marketing Team/Property Management to align on logistics

GRAND OPENING - 4 WEEKS

Website

Add "Now Open" message

Social

Add "Now Open" message

Event Planning

Promote event

Banner Placement

Coordinate, pick and install banner

AFTER GRAND OPENING

Brand Video

Shoot video

PR

Send out press release

Email Blast

Send out email blast