

Prelaunch Timeline

For additional recommendations, check out the **Prelaunch Promotion Checklist**

Start

8 Weeks Before Launch

- Choose a Teaser campaign from the toolkit and add your logo and date.
- Identify Wellness Champions or internal promoters for the program.

4 Weeks Before Launch

- Post Teaser flyers, posters, digital signs.
- Send first email from Leadership with personal invitation to join on [launch date].

6 Weeks Before Launch

- Recruit promoters to help manage internal social channels
- Leverage Leadership Messaging for a video script and email talking points.

3 Weeks Before Launch

- Launch internal wellness social channel.
- Unveil program videos and promote platform features.

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For more details and recommendations, check out the **Prelaunch Promotion Checklist**

2 Weeks Before Launch

- Share what to expect from emails or postcards and when they'll be coming
- "Look for something that looks like...": screenshot or image of a sample

1 Week Before Launch

- Use daily social posts as a countdown! Make it fun and exciting.
- Post custom program materials on intranet (if applicable)

Launch

Day of Launch

- It's launch day! Provide link to download the app and get started.
- Announce resources available on intranet.