



Website Launch Timing

215-441-4444

Here is the suggested timeline for the promotion of your Vizi PrintCLIK site:

1 Month before launch.

Announce the new site is coming with a overview of new features and product lines.

Announce launch day and Start letting members know things are changing and that the new site is in the final stages of development and testing.

Communications Channels: Email Blast, Email Newsletter, Current Website

2 Weeks before launch.

Confirm launch day. Send out How to Order document, offer training times for any members that wish to attend a Q&A discussion and demo about the new site.

Communications Channels: Email Blast, Email Newsletter, Current Website

1 Week before launch.

Remind members of the launch. Give login information and contact information for any questions that arise. Include a link to the “How to Order” document.

Communications Channels: Email Blast, Email Newsletter, Staff Email Signatures, Current Website

Launch Day.

Don't send anything. Use this time to test your site in its live environment.

1 Week Post Launch.

Announce the new successful launch. Include a link to the “How to Order” document. Share any early positive feedback.

Communications Channels: Email Blast, Email Newsletter, Staff Email Signatures, Current Website

Marketing Tools and Channels

- ✓ **Email Blasts** to keep members informed and announce the new site
- ✓ **Email Newsletters** with announcements or promotional ads
- ✓ **Your Current Website** to capture members currently using your website
- ✓ **Email Signatures** on staff emails to drive members to the new site
- ✓ **Events** including your meetings or events to give hands on demos of the new site

VIZI PrintCLIK has been building custom branded print websites for over 30 years. We take a holistic approach to site development from discovery through site launch and continued service. We value customer relationships and focus on member needs and solutions.

To learn more, please contact: Vizi ~ Phone: 267-429-0374 ~ Fax: 267-429-0380 ~ Email: sales@vizirocks.com