

THE RECRUITERS MINI GUIDE TO:

YOUR WEBSITE LAUNCH PLAN FOR 2025.

BOLD.  #1 digital growth partner

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SO YOUR SHINY NEW WEBSITE IS NEARING COMPLETION AND NOW YOU'RE ITCHING TO SHOW IT OFF.

YOU KNOW WHAT THAT MEANS RIGHT?

IT'S TIME TO MAKE SOME... NOISE.

OR AT LEAST START PLANNING FOR IT.



THERE ARE 3 CORE PROCESSES THAT YOU NEED TO MAKE PLANS FOR AS PART OF YOUR LAUNCH PLAN:

- **TECHNICAL - HARD LAUNCH OR SOFT LAUNCH**
- **LOGISTICS - ORGANISATION & IMPLEMENTATION OF OPERATIONS THAT NEED UNDERTAKING**
- **MARKETING - MAKING THE NOISE!**

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01 TECHNICAL.

**BEFORE YOU CAN PLAN THE ROLLOUT YOU FIRST NEED
TO KNOW WHAT YOUR LAUNCH WILL LOOK LIKE.**

SOFT LAUNCH

SETTING YOUR SITE LIVE WITHOUT PROMOTING IT A FEW DAYS BEFORE TO IRON OUT ANY SNAGS, BUGS OR TWEAKS THAT MAY COME TO LIGHT ONCE IT'S BEING USED BY A SMALL NUMBER OF PEOPLE (MOST LIKELY INTERNALLY OR PEOPLE THAT KNOW ABOUT IT), AND THEN KICKING OFF THE MARKETING STRATEGY ONCE EVERYONE IS COMPLETELY SATISFIED ITS GOOD TO MAKE A RACKET ABOUT.

HARD LAUNCH

LAUNCHING YOUR SITE OFFICIALLY AND PROMOTING IT TO THE PUBLIC, NOT JUST A LIMITED NUMBER OF PEOPLE. THIS WAY IT'S INTENTION IS TO ATTRACT A LOT OF TRAFFIC FROM THE GET-GO, THEN FIXING ANY REPORTED SNAGS AND BUGS OR MAKING ANY TWEAKS ON THE FLY.

IF YOUR SITE HAS BEEN TESTED ON MULTIPLE DEVICES UNTIL THE COWS COME HOME PRE-LAUNCH (YOU PROBABLY FEEL LIKE THEY COULD BE LITERALLY ON YOUR DOORSTEP LOOKING AT YOUR MILK DELIVERY AT THIS POINT), THEN THE RISK INVOLVED OF A HARD LAUNCH IS MUCH LOWER. HOWEVER, THERE IS ALWAYS A CHANCE THERE MIGHT BE SOME MINOR BUGS.

YOU ALSO NEED TO RELY ON THE INTEGRATION AND REPORTING OF DOMAINS BEING SEAMLESS. IF YOU'RE WORKING TO A TIGHT SCHEDULE FOR YOUR MARKETING THIS CAN HAVE A KNOCK-ON EFFECT.

A SOFT LAUNCH OFFERS A MUCH LOWER RISK OF ANY ISSUES ONCE LIVE BY HAVING VISITORS ACTIVELY USING DIFFERENT DEVICES OR DIFFERENT BROWSERS PRE-LAUNCH BUT CAN STAGGER YOUR MARKETING STRATEGY.

BEAR THIS IN MIND WHEN DECIDING WHICH ROUTE TO GO DOWN WITH THE PROJECT MANAGER WHO IS BUILDING YOUR SITE.

TOP TIP:

YOUR BROWSER STORES INFORMATION IN YOUR CACHE TO HELP THE SITE LOAD FASTER TIME AND TIME AGAIN, BUT IN DOING SO WILL LOAD UP AN OLDER VERSION OF THE SITE. IF CHANGES HAVE BEEN MADE YOU WON'T SEE THEM - CLEAR YOUR CACHE!

(CMD + SHIFT + DEL ON MAC OR CTRL + SHIFT + DELETE ON WINDOWS)

02 MARKETING.

NOW YOU KNOW WHAT APPROACH YOU'RE GOING TO TAKE TO LAUNCH YOUR NEW WEBSITE, YOU CAN START TO PLAN FOR HOW YOU'RE GOING TO MAKE A SPLASH WHEN IT DOES.

LET'S PUT THIS IN A TIMELINE TO GIVE YOU THE ULTIMATE FRAMEWORK FOR A SUCCESSFUL LAUNCH.

ROUGHLY 2 MONTHS BEFORE LAUNCH - ANNOUNCE TO YOUR STAFF YOU'RE NEW WEBSITE IS COMING.

ROUGHLY 1 MONTH BEFORE LAUNCH - START LETTING YOUR CLIENTS AND CANDIDATES KNOW CHANGE IS COMING & REVEAL SNIPPETS OF NEW VISUALS.

2 WEEKS BEFORE LAUNCH - CONFIRM LAUNCH DAY TO THE PUBLIC REVEALING SNIPPETS OF THE WEBSITE.

1 WEEK BEFORE LAUNCH - HAVE LOTS OF CONVERSATIONS. PUSH OTHERS TO GET INVOLVED. COMMUNICATE THE BENEFITS. TELL THE STORY AROUND WHY THE CHANGE IS HAPPENING.

LAUNCH DAY - YOUR SITE IS BEING TESTED LIVE. SIT BACK AND RELAX.

1 WEEK POST LAUNCH - BROADCAST YOUR SUCCESSFUL LAUNCH. SHARE ANY FEEDBACK OR PRESS. TELL YOUR STORY ABOUT THE EVOLUTION OF YOUR BRAND.

FIRST THINGS FIRST...

START WITH A PLAN

YOU'VE PUT A LOT OF TIME, MONEY AND EFFORT INTO BUILDING YOUR NEW WEBSITE (AND BRAND IN SOME INSTANCES). NOW MAKE SURE YOU ALSO BUILD A WELL THOUGHT OUT COMMUNICATIONS PLAN SO YOU CAN BUILD A BUZZ AROUND ALL YOUR HARD WORK VIA YOUR SOCIAL MEDIA AND EMAIL MARKETING PLATFORMS.

GET EVERYONE'S BUY IN

YOU'RE MOST ENGAGED STAFF, CLIENTS AND CANDIDATES WILL BE YOUR BIGGEST ADVOCATES FOR YOUR NEW WEBSITE, OR YOUR BIGGEST CRITICS. GET THEM INVOLVED WITH BETA TESTING AS REFERENCED IN THE LAST SECTION SO THEY CAN GIVE YOU VALUABLE FEEDBACK. THEY'LL BE MORE INCLINED TO HELP PROMOTE IT WHEN IT LAUNCHES BY BEING PART OF THAT PROCESS.

**ROUGHLY 2 MONTHS
BEFORE LAUNCH -
GETTING YOUR
EMPLOYEES BEHIND
IT.**

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GIVE THEM AN OVERVIEW OF WHAT CONTENT AND FEATURES TO EXPECT.

COMMUNICATE WHY AND HOW IT FITS WITH THE BUSINESS OBJECTIVES AND HOW IT WILL IMPACT THEIR ROLE IN A POSITIVE WAY.

GET THEM BOUGHT IN SO THEY START CREATING HYPE WITH THEIR AUDIENCE AND EVERYDAY CONVERSATIONS WITH CLIENTS AND CANDIDATES WHEN THE TIME COMES.

YOUR CONSULTANTS AND WIDER TEAM ARE THE ONES SPEAKING TO YOUR TARGET CUSTOMERS DAY IN, DAY OUT, SO THEY NEED TO BE MOTIVATED TO TALK ABOUT IT!

**ROUGHLY 1 MONTH
BEFORE LAUNCH -
THE REAL
COUNTDOWN
BEGINS:**

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**GIVE YOUR EMPLOYEES THE GREEN LIGHT TO
START LETTING CLIENTS AND CANDIDATES KNOW.**

REVEAL SNIPPETS OF NEW VISUALS.

REMEMBER, LESS IS MORE.

- **SOCIAL MEDIA POSTS**

- **VIDEO POSTS**

- **EMAIL MARKETING (CLIENTS + CANDIDATES)**

- **TELEPHONE/FACE TO FACE CONVERSATIONS**

- **AN OUTSIDE THE NORM ACTIVITY TO GET YOUR
AUDIENCE WONDERING WHAT ALL THE
COMMOTION IS ABOUT?**

- **ANY OTHER ENGAGEMENT YOU CAN CREATE**

2 WEEKS BEFORE LAUNCH - ANNOUNCING LAUNCH DATE.

START A COUNTDOWN CAMPAIGN.

**MAKE THE DATE THE FOCUS AROUND YOUR
CAMPAIGN VISUALS.**

**THINK OF WAYS TO BRING THE COUNTDOWN
TO LIFE TO GIVE IT MORE SUBSTANCE.**

- **BUYING A COUNTDOWN CLOCK AND TAKING PICTURES WITH IT IN DIFFERENT PLACES IN LINE WITH YOUR INDUSTRY YOU RECRUIT IN?**

- **GETTING GET YOUR TEAM INVOLVED WITH COUNTDOWN RELATED CHALLENGES FOR SOCIALS?**

NOTE: MAKE IT AS FUN AS POSSIBLE TO DRAW AS MANY EYES AS YOU CAN!

1 WEEK BEFORE LAUNCH - THE FINAL PUSH.

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ENSURE YOU AND YOUR EMPLOYEES ARE HAVING AS MANY CONVERSATIONS AS POSSIBLE ABOUT YOUR WEBSITE.

KEEP PUSHING CONTENT TO GET OTHERS INVOLVED AS MUCH AS POSSIBLE.

REMEMBER. THE LAUNCH IS MOSTLY ABOUT YOU, SO NO ONE WILL CARE ABOUT IT AS MUCH AS YOU DO. IF YOU'RE WILLING TO SAY THAT YOU'LL BE REWARDED FOR YOUR HONESTY.

START COMMUNICATING THE BENEFITS TO YOUR AUDIENCE IN YOUR CAMPAIGN.

AND MOST IMPORTANTLY...

TELL THE STORY ABOUT WHY THE CHANGE IS HAPPENING.

ARE YOU REPOSITIONING?

WHY?

THIS IS THE PERFECT TIME TO GET THE MESSAGE OUT ABOUT WHO YOU ARE AND WHAT YOU STAND FOR.

IF YOU MISS THIS LAST POINT IT COULD BE THAT IT'S AS A RESULT OF A NEGATIVE PERCEPTION OF THE BRAND OR OLD WEBSITE. THIS IS YOUR CHANCE TO MAKE IT ABOUT BEING PROACTIVE AND DRIVING CHANGE.

LAUNCH DAY - CELEBRATE!

**THE DAY YOU'VE BEEN WAITING FOR IS FINALLY
HERE. EMBRACE IT.**

**YOUR BIGGEST CONTENT ROLL OUT ACROSS
SOCIAL AND EMAIL MARKETING SHOULD BE TODAY.**

YOUR CONTENT CAMPAIGN SHOULD HIT IT'S CLIMAX!

MAKE A BIG SONG AND DANCE IN THE OFFICE!

**ENSURE YOURSELF AND ANY OTHER DIRECTORS
GET A POST OUT ON THEIR PERSONAL PAGES
ABOUT WHAT IT MEANS TO THEM. IF YOU CAN GET
YOUR EMPLOYEES TO DO ONE TOO THEN GREAT!**

**OFFER AN INCENTIVE TO CLIENTS & CANDIDATES
FOR CHECKING OUT THE NEW WEBSITE!**

1 WEEK POST LAUNCH - HOW SUCCESSFUL HAS IT BEEN?

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HERE IS THE PERFECT OPPORTUNITY TO REENGAGE CONVERSATION ABOUT YOUR WEBSITE. YOU DON'T WANT IT TO JUST BE A FLASH IN THE PAN.

SHOW OFF SOME STATS - TRAFFIC, SIGN-UPS/ NEW CV'S ETC.

SHARE GENERAL FEEDBACK OR TESTIMONIALS FROM CLIENTS/CANDIDATES.

HOW HAS IT IMPACTED YOUR CLIENTS AND CANDIDATES FOR THE BETTER?

HOW HAS IT IMPACTED YOUR BUSINESS FOR THE BETTER?

1-3 MONTHS POST LAUNCH - COMMERCIAL IMPACT.

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WHILST IT'S A PREREQUISITE YOUR BRAND AND WEBSITE HAVE TO LOOK GOOD THEY'RE THERE AS A COMMERCIAL PROJECT TO GENERATE REVENUE, NOT JUST A VANITY PROJECT.

NOW THE DUST HAS SETTLED YOU CAN GET INTO DETAILS OF DATA AND FIGURES TO SHOW HOW MUCH IMPACT THE WEBSITE AND THE LAUNCH CAMPAIGN SURROUNDING IT HAVE HAD ON THE BUSINESS COMMERCIALLY.

**HOW MANY MORE SIGN UPS HAVE YOU HAD?
(CV'S/APPLICATION)**

HOW MANY NEW CLIENTS HAVE COME ON BOARD?

**HOW MUCH MORE WEB TRAFFIC IN GENERAL?
(GOOGLE ANALYTICS ETC)**

**HOW MANY MORE PLACEMENTS? (ARE YOU ATTRACTING
A HIGHER LEVEL OF CANDIDATE)**

HAS SEO INCREASED?

**HAVE YOU MADE AN ROI? (YOU SHOULD SEE IT IN NO TIME
IF YOUR LAUNCH PLAN WAS EXECUTED PROPERLY!)**

SHARE SOME OF THIS DATA. SHOW JUST HOW SUCCESSFUL YOUR NEW WEBSITE HAS BECOME TO DRIVE MORE NEW POTENTIAL CLIENTS AND CANDIDATES TO IT.

WHILST SOME OF IT'S LIKELY TO BE PRIVATE (REVENUE ETC), THE GOAL IS TO SHOW GROWTH AND HOW IT'S IMPACTED THE BUSINESS FOR THE BETTER. JUST MAKE SURE IT COMES FROM A GOOD PLACE.

REMEMBER

SHOUT IT FROM THE ROOFTOPS THROUGHOUT!

□ EMAIL

□ SOCIAL MEDIA

□ PRESS

□ ADVERTS

□ PHONE CALLS

□ VIDEO MEETINGS

□ CURRENT WEBSITE

□ EMAIL SIGNATURES

□ GIFTS

□ MEETINGS

□ EVENTS

03 LOGISTICS.

NOW YOUR MARKETING PLAN IS IN PLACE IT'S TIME TO BRING YOUR BRAND TO LIFE WITH TANGIBLE ELEMENTS.

THIS WILL ENSURE INCREASED BUY-IN AND GIVE MORE DEPTH TO YOUR STORY, AND THE BRAND OVERALL IN THE LEAD UP TO, DURING, AND THE MONTHS AFTER THE LAUNCH OF YOUR NEW WEBSITE.

YOU CAN INCORPORATE THESE INTO YOUR MARKETING PLAN AND CONTENT!

SO WHAT CAN/SHOULD YOU DO TO FURTHER CEMENT YOUR BRAND IDENTITY INTO YOUR OFFICE CULTURE RIGHT THROUGH TO YOUR LEVEL OF SERVICE AND ATTENTION TO DETAIL?

- **BRAND UP YOUR OFFICE (PAINT WALLS /LOGO/APPLY COLOUR SCHEME VIA DECOR AND FURNITURE ETC)**

- **NEW EMAIL SIGNATURES**

- **NEW DOMAINS**

- **BUSINESS CARDS**

- **STATIONARY (POST IT NOTES/PENS /STICKERS ETC)**

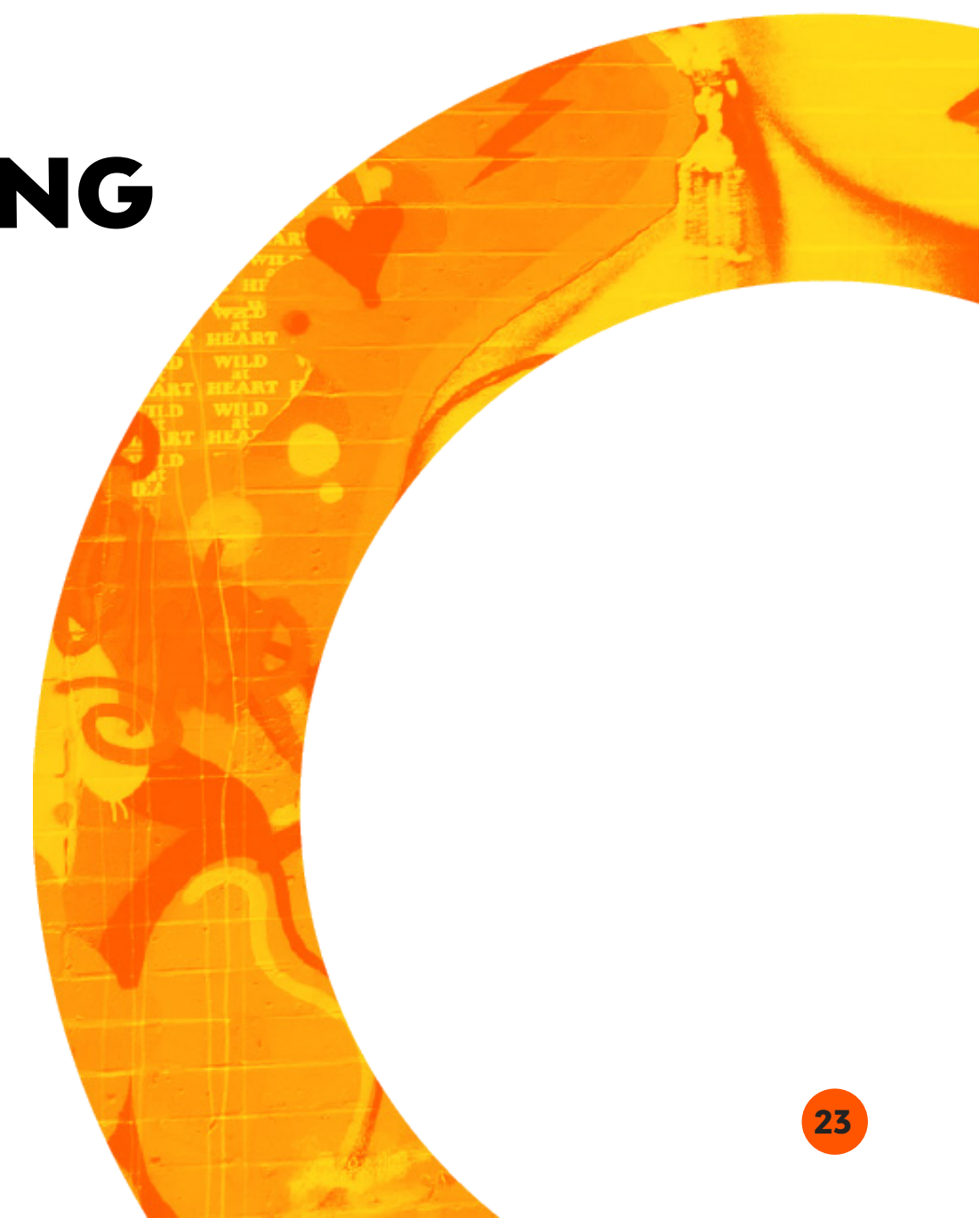
- **MERCHANDISE**

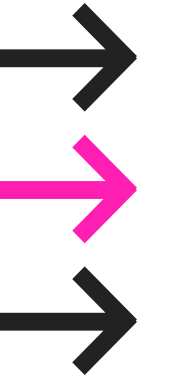
ONE LAST FINAL DIME...

WHY NOT GO ONE STEP FURTHER AND PUT TOGETHER A GOODIE BAG OF BRANDED ITEMS TO SEND TO YOUR CANDIDATES UPON A SUCCESSFUL PLACEMENT OR WHEN THEY SIGN UP ON THE NEW WEBSITE?

IF YOU GO ABOVE AND BEYOND AT EVERY STAGE OF THE CANDIDATE'S JOURNEY YOU'LL GIVE THEM NO CHOICE BUT TO SING YOUR PRAISES.

THEY'LL BE DOING YOUR MARKETING FOR YOU.





KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.

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