

Launch Playbook

Welcome!

Welcome! Your EcoMap is almost ready to launch, which means it's time to focus on marketing.

This playbook outlines marketing strategies to ensure a successful launch and sustained engagement for your new platform. **Your Customer Success Manager** is here to assist in planning and executing these efforts. Together, we'll build awareness and drive traffic to your site.

Pre-Launch Strategy

Timeline Overview

- ☐ **The Handoff:** When your implementation is complete, we shift from development to launch planning.
- ☐ **Choosing Dates:** Schedule a hard launch date at least 45 days in advance.
- ☐ **Preparation:** Complete your checklist and gather details about your audience.

**Download our Pre-Launch Strategies Guidebook
for Additional Resources and Information**

Building Your Successful Launch Plan

Key Events



VIP Preview:

Host a virtual event for influential individuals to preview and promote the platform. This is an opportunity to leverage secondary networks to spread the word about your platform.



Launch:

Plan events (virtual or in-person), campaigns, or a press release to connect with your audience.

Checklist for Success

Your To-Do List

- ☐ Set measurable goals for launch and beyond.
- ☐ Identify 5-10 influencers/organizations to help you reach your users on Launch Day.
- ☐ Segment email lists and draft copy.

Launch Plan: Steps for a Successful Rollout

1. Launch Preparation

Stakeholder Alignment

Why it's Important:

Ensure all key stakeholders understand the platform's purpose, value, and goals.

Best Practices:

- Schedule pre-launch demos for ESO or government leadership teams to gain buy-in.
- Create a concise overview document detailing key features and expected impact.

Audience Segmentation

Why it's Important:

Target messaging for specific user groups such as small business owners, policymakers, or nonprofit leaders.

Best Practices:

- Develop personas for key users (e.g., "The Small Business Owner," "The Community Development Officer").
- Map out each persona's needs and tailor launch materials to address those pain points.

Prepare Your Social Media and Email Marketing Strategy

Why it's Important:

Generate excitement and begin to collect valuable users that are important to inform on the full launch.

Best Practices:

- Track your partners, ESOs, government partners, or early adopters so that you can email them about the platform.
- Create buzz on social media and tag partners to make sure you make a big splash on social.

2. Launch Day Strategy

High-Impact Announcement

Why it's Important:

Build momentum with a strong first impression.

Best Practices:

- Host a virtual or in-person launch event.
- Partner with key organizations to co-promote the launch.

Example

- An ESO could share the platform at their next networking event prior to launch day so they attend the live event.
- A government agency could highlight it as part of their economic development initiative.

Media Outreach

Why it's Important:

Gain visibility with press and community stakeholders.

Best Practices:

- Prepare a press release tailored to local or industry media outlets.
- Include testimonials or endorsements from notable organizations.

Sample Quote for a Press Release

"This platform is a game-changer for small businesses and community leaders alike. With [EcoMap's Name], we're making resources more accessible and fostering collaboration across [region or industry]."

2. Launch Day Strategy (Cont.)

Omnichannel Campaign

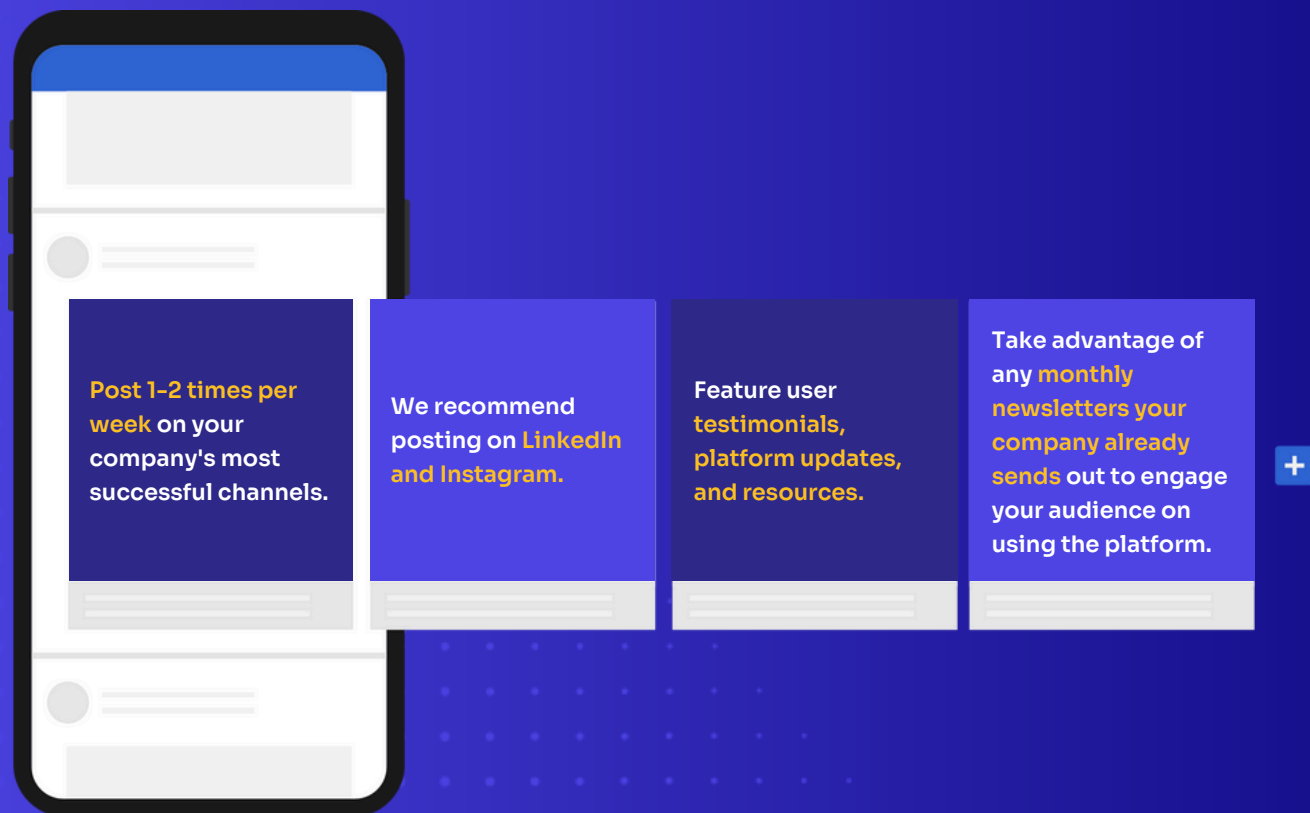
Why it's Important:

Ensure broad reach across multiple communication platforms.

Best Practices:

- Email marketing to your subscriber list.
- Social media countdowns and launch-day posts.
- Collaborations with influencers or local leaders who resonate with your audience.

3. Social Media



4. Email Campaigns

Create a 4-Week Email Series with the Following Themes:



5. Tactics You Should Incorporate for a Successful Launch

QR Code Cards

Place at strategic locations to encourage traffic.

Partnerships

Work with support organizations to share the platform.

Brand Ambassador Program

Enlist active users to promote your platform.

Launch 4-Email Series Campaign Template

Email 1 Goal: Build Awareness & Generate Excitement

Follow this Template:

Subject Line:

"Unlock the Future: [Your EcoMap's Name] Is Here!"

Goal:

Introduce the platform and its value proposition. Build curiosity.

Content:

- Start with a problem or need (e.g., lack of centralized resources).
- Introduce the platform as the solution.
- Call to Action (CTA): "Visit us at [Your EcoMap's URL]."

Example

Subject:

Introducing [EcoMap Name]: Your New Hub for [Ecosystem Name]

Header:

Discover resources, connect with peers, and thrive.

Body:

Are you struggling to find the right resources or connect with the right organizations? [EcoMap Name] is here to simplify that. With just a few clicks, you'll gain access to everything [Your Ecosystem] has to offer.

[Click here to learn more - URL].

Email 2 Goal: Highlight Key Features & Benefits

Follow this Template:

Subject Line:

"Here's Why [Your EcoMap] Has Changed the Game"

Goal:

Showcase 3-4 unique features or benefits.

Content:

- Use bullet points for easy readability.
- Include visuals like screenshots or infographics.
- CTA: "Explore more features by clicking here [org url]."

Example

Subject:

Explore [EcoMap]: Tools Tailored to [Your Ecosystem]

Header:

3 Reasons Why Entrepreneurs Love [EcoMap]

Body:

- 1. Find What You Need, Fast:** Instantly access a directory of support organizations, events, and resources.
- 2. Connect with Ease:** Create a profile to network with peers, mentors, and organizations.
- 3. Stay Informed:** Learn about events happening in your community in [Ecosystem Name].

Check out all these features and more here: [URL link].

Email 3 Goal: Build Trust by Emphasizing Ecosystem Impact

Follow this Template:

Subject Line:

"Your Role in Strengthening [Ecosystem Name]"

Goal:

Show how the platform aligns with their needs and goals.

Content:

- Emphasize testimonials or success stories.
- Share a vision of the community this platform will support.
- CTA: "Join the movement – create your profile today."

Example

Subject:

Together, We're Building a Thriving [Ecosystem Name]

Header:

See the Impact You're Helping Create

Body:

Discover how [EcoMap] is transforming [Ecosystem Name]:

1. Real Success Stories: Hear how [Entrepreneur Name] grew their business by finding the right mentors and resources through [EcoMap].

2. Empowering Connections: Over [X] members are actively collaborating to support each other's success.

3. Shared Vision: Together, we're creating an ecosystem where innovation and opportunity thrive for everyone.

Be a part of the movement. Create your profile today: [URL link].

Email 4 Goal: Showcase Momentum and Community

Follow this Template:

Subject Line:

"[X] Organizations and Resources Are Already Here!"

Goal:

Leverage numbers and social proof to encourage adoption.

Content:

- Highlight metrics (e.g., number of resources, users, or organizations).
- Include a testimonial or quote.
- CTA: "Don't miss out – join now."

Example

Subject:

Over 100 Resources Waiting for You

Header:

Your Ecosystem, Your Platform

Body:

We're thrilled to share that [X] organizations have already claimed their profiles on [EcoMap Name].

Here's what people are saying:

'[EcoMap Name] has made it so much easier to connect with the resources our team needs!' – [Name], [Organization].

[Sign Up Today].

Example Tactics

QR Code Cards & Pull-Up Banners

Goal:

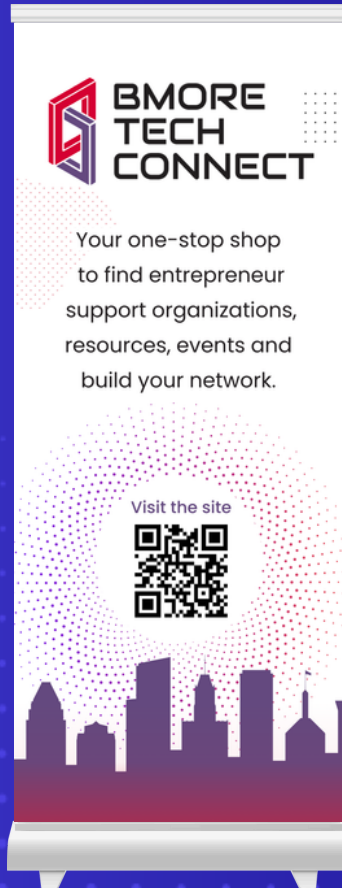
Create physical touchpoints that encourage interaction.

Implementation:

- Design a visually appealing card with a compelling tagline (“*Your Ecosystem Starts Here*”) and a QR code leading to the platform.
- Distribute in high-traffic areas like coworking spaces, accelerators, coffee shops, or conferences.

Example Copy on Card:

“Looking for resources or connections? Scan this code to unlock everything [Your Ecosystem] has to offer!”



Example Email to Engage ESOs Through a Webinar or Planned Event

Empower Your Entrepreneurs: A New Tool for [Region Name] _ ↗ ✕

To

Empower Your Entrepreneurs: A New Tool for [Region Name]

Dear [ESO Name],




We understand how important it is to support your entrepreneurs and connect them with the resources they need to thrive. That's why we're thrilled to introduce [EcoMap Name], a new platform designed to simplify access to [resources, funding, events, etc.].



Here's how [EcoMap Name] supports your mission:

- **Streamline Connections:** Showcase your organization and events to a larger audience.
- **Amplify Impact:** Use built-in analytics to track how your resources are being utilized.
- **Save Time:** Let us handle the logistics of resource discovery while you focus on your entrepreneurs.

Join us at our official launch and see how [EcoMap Name] can help you reach your goals.


Send

Social Media Templates

Social Media Post 1: LinkedIn



Company Name
 1,965 followers
 1d •


+ Follow ...






The tools you need to grow, connect, and innovate are now in one place: the **Oregon Innovation Hub**.

- 🎯 663 resources to guide and grow your business
- 🤝 Partnerships with 575 organizations for tailored support
- 🌍 Dedicated resources for regional and underrepresented communities


Innovation belongs to everyone. **Start exploring today:** ORinnovationhub.com.

#OregonInnovation #InclusiveGrowth #BusinessResources #InnovationTools
#EntrepreneurshipSupport

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 Like
  Comment
  Repost
  Share






Social Media Post 2: LinkedIn



Company Name
 1,965 followers
 2d •


+ Follow ...






Welcome to the Oregon Innovation Hub—a platform designed to help you grow.

-  **Stay Updated:** Events across the state to grow your skills and network.
-  **Find Support:** An organization directory connecting you with 575+ support groups.
-  **Explore Resources:** A comprehensive library of tools, funding programs, and guides.
-  **Search with Ease:** Keyword and search tools to pinpoint exactly what you need.
-  **Tailored Help:** Regional hubs and resources designed for underrepresented communities.

Innovation knows no boundaries—find everything you need to succeed, all in one place. Visit ORinnovationhub.com today!

#OregonInnovation #EntrepreneurshipSupport #InclusiveResources
#InnovationEcosystem #BusinessSuccess

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Conclusion

Empowering Change Through Engagement

As you embark on the journey of launching and scaling your platform, remember that success lies not just in the technology but in the people who use it. By understanding your audience, tailoring your approach, and committing to continuous support and improvement, you're not only introducing a solution but also empowering communities, fostering innovation, and driving meaningful change.

Your Call to Action: Take the First Step Today



Refine Your Launch Plan

Identify your key personas, outline training sessions, and map out your first 30, 60, and 90 days.



Leverage the Playbook

Use these best practices as a guide to stay on track and adapt as you grow.



Measure, Learn, and Improve

Set clear goals, monitor your success, and evolve your strategy to meet the needs of your users.

Your Platform is Here to Help You Achieve Your Mission

Whether you're supporting entrepreneurs through an ESO or driving impactful change in a government agency, your platform is here to help you achieve your mission. Together, we can build a future where access to resources and opportunities is seamless, equitable, and impactful.

Let's Stay Connected

We're Here to Support You
Every Step of The Way.



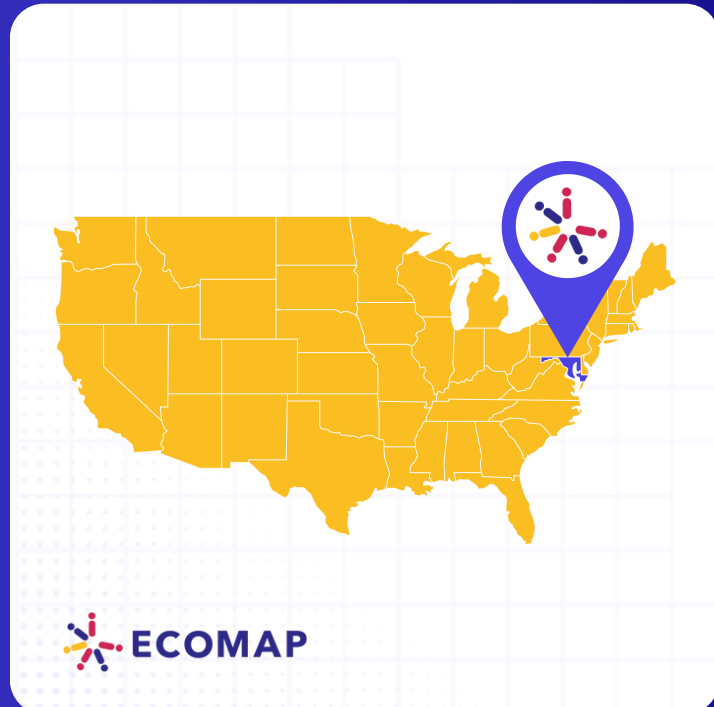
Have Questions or Need Help?

Reach out to your
Customer Success
Manager.



Looking for Inspiration?

Check out our Customer
Portal [\[Link\]](#).



Thank you for partnering
with us to make a difference.

Let's continue to create
impact together. ✨