

# BRANCH LAUNCH

## THE ESSENTIAL MARKETING CHECKLIST

**DAN GISSANE**  
Marketing That Builds

Opening a new merchant branch is expensive. Don't leave the marketing to chance. Use this checklist to ensure you have the digital visibility, local awareness, and trade counter assets ready for Day One.

### 4 WEEKS OUT: DATA & DIGITAL

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- ☐ **Create Google Business Profile (GBP)**  
Request the postcard verification immediately. It takes time.
- ☐ **Set Up Branch Landing Page**  
Ensure URL includes location (e.g., /branches/coventry) and lists opening times.
- ☐ **Local Directory Citations**  
List branch on Yell, Cylex, and industry-specific directories.

### 2 WEEKS OUT: AWARENESS

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- ☐ **Email Existing Customers**  
Segment data by postcode (e.g., 20-mile radius) and announce the opening.
- ☐ **Trade Counter Signage**  
Ensure "Trade Account" application forms and POS are printed and visible.
- ☐ **Social Media Teasers**  
Post "Coming Soon" photos of racking/stock going in. (LinkedIn & Facebook).

# LAUNCH WEEK: ACTION

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☐ **Verify Google Maps Pin**

Ensure navigation takes drivers to the Yard Entrance, not the back office.

☐ **The "Breakfast Run"**

Visit local building sites with flyers/bacon cobs to drive immediate footfall.

☐ **Collect First Reviews**

Ask the first 10 happy customers to leave a Google Review immediately.

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**Need help executing this?**

Book a One-Day Strategy Session at [www.dangissane.co.uk](http://www.dangissane.co.uk)

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