



Lamphills Checklist for External Communication

Pre-Launch Preparation

- **Define Key Messages**
 - Identify the core messages you want to convey about your product/business.
 - Ensure messages are clear, concise, and aligned with your brand values.
- **Identify Target Audiences**
 - Determine your key audiences (customers, partners, investors, media).
 - Tailor messages to the interests and needs of each audience group.
- **Develop a Communication Plan**
 - Outline the objectives, strategies, and tactics for your external communication.
 - Establish timelines and assign responsibilities.
- **Prepare Communication Materials**
 - Draft press releases, email newsletters, social media posts, and other content.
 - Create visual assets like images, infographics, and videos.

Launch Day Activities

- **Press Releases**
 - Ensure your press release is newsworthy and well-written.

- Distribute the press release to relevant media outlets and industry influencers.
- **Social Media**
 - Schedule and post updates across all relevant platforms.
 - Engage with your audience by responding to comments and messages promptly.
- **Website Updates**
 - Ensure your website is up-to-date with the latest information about your product.
 - Feature any new content, such as blog posts or landing pages.
- **Email Newsletters**
 - Send out an email newsletter to your subscriber list announcing the launch.
 - Include key information, promotions, and links to learn more.

Ongoing Engagement

- **Monitor Media Coverage**
 - Track any media mentions or articles about your product/business.
 - Share positive coverage on your social media channels and website.
- **Engage on Social Media**
 - Maintain regular updates and interactions with your audience.
 - Use analytics to assess which types of content perform best.
- **Customer Service**
 - Respond to customer inquiries and feedback promptly and professionally.
 - Use feedback to make improvements and address any issues.
- **Follow-Up with Media**
 - Maintain relationships with journalists and influencers.
 - Provide updates or additional information as needed.

Evaluation and Adjustment

- **Analyze Performance**

- Use analytics tools to measure the impact of your communication efforts.
- Track website traffic, social media engagement, and email open rates.
- **Gather Feedback**
 - Solicit feedback from customers, partners, and stakeholders.
 - Use surveys, reviews, and direct feedback to gather insights.
- **Refine Strategies**
 - Adjust your communication strategies based on performance data and feedback.
 - Continuously improve your approach to better meet the needs of your audience.

Long-Term Maintenance

- **Consistent Messaging**
 - Ensure ongoing consistency in your messaging across all channels.
 - Keep your brand voice and image unified.
- **Regular Updates**
 - Continue to update your audience with relevant news, developments, and content.
 - Maintain regular communication to keep your brand top of mind.
- **Building Relationships**
 - Cultivate and strengthen relationships with key stakeholders.
 - Participate in industry events and engage with the community.

Additional Considerations

- **Crisis Management Plan**
 - Prepare a plan for handling potential communication crises.
 - Ensure clear protocols for internal and external communication during crises.
- **Legal and Ethical Compliance**
 - Ensure all communication is honest, transparent, and complies with relevant laws.
 - Maintain high ethical standards in all interactions.