



DIGITAL LAUNCH & EXECUTION PLAN

A modern two-company operating checklist for moving from concept to launch, sales, measurement, and optimization.

BUILT FOR TWO ACTIVE COMPANY LAUNCHES • DUPLICATEABLE FOR FUTURE CLIENT ENGAGEMENTS

This plan modernizes the original Digital Network Checklist into a practical launch system covering brand, infrastructure, website, content, CRM, automation, search, social, ecommerce/lead conversion, security, analytics, and 30/60/90-day optimization.

Executive Launch Dashboard

Launch Phase	Primary Outcome	Launch A	Launch B	Gate
1. Strategy & Brand	Clear positioning, offer, audience, identity	☐	☐	Foundation approved
2. Digital Infrastructure	Secure accounts, CRM, analytics, automation	☐	☐	Systems connected
3. Website & Conversion	Mobile-ready site with tracked conversion paths	☐	☐	QA passed
4. Content & Authority	Launch-ready library of persuasive/educational assets	☐	☐	Content loaded
5. Search & Reputation	Discoverability, listings, reviews, SEO baseline	☐	☐	Search verified
6. Social, Email & CRM	Audience channels and follow-up sequences live	☐	☐	Automations tested
7. Launch Campaign	Coordinated launch, offer, outreach, support	☐	☐	Go-live
8. Analytics & Optimization	Weekly KPI review and conversion improvement	☐	☐	30/60/90 cadence
9. AI & Operating System	Reusable prompts, SOPs, governance, training	☐	☐	Team enabled

Status Key: ☐ Not Started ☐ In Progress ☒ Complete  Blocked / Decision Required

PHASE 1 — STRATEGY & BRAND FOUNDATION

#	Execution Item	Launch A	Launch B	Owner	Target
1	Define launch objective, revenue goal, and 90-day success metrics	☐	☐		
2	Document ideal customer / buyer profiles and priority use cases	☐	☐		
3	Clarify core offer, product/service ladder, pricing, and launch offer	☐	☐		
4	Create positioning statement, value proposition, tagline, and proof points	☐	☐		
5	Finalize company name, domain strategy, and primary brand architecture	☐	☐		
6	Finalize logos, icon set, typography, color system, and usage standards	☐	☐		
7	Build shared brand asset library for web, email, social, print, and ads	☐	☐		
8	Create executive summary / one-page capability or product overview	☐	☐		
9	Create brand voice, messaging guide, claims guardrails, and approval process	☐	☐		
10	Create launch risk register: legal, fulfillment, staffing, inventory, dependencies	☐	☐		

PHASE 2 — DIGITAL INFRASTRUCTURE & SECURITY

#	Execution Item	Launch A	Launch B	Owner	Target
1	Business email accounts, aliases, signatures, and shared inbox rules	☐	☐		
2	Business phone/SMS and voicemail routing	☐	☐		
3	Shared cloud drive structure with access permissions and naming standards	☐	☐		
4	Password manager,	☐	☐		

	MFA, administrator recovery, and offboarding process				
5	Calendar, scheduling, meetings, and shared appointment workflows	☐	☐		
6	CRM created with pipeline stages, fields, tags, and ownership rules	☐	☐		
7	Forms connected to CRM with confirmation and follow-up automations	☐	☐		
8	Secure document upload / client file intake where required	☐	☐		
9	Analytics account, tag manager, conversion events, and reporting access	☐	☐		
10	Search Console / webmaster verification and sitemap submission	☐	☐		
11	Backup, restore, security monitoring, updates, and incident contact plan	☐	☐		
12	Master systems inventory with URLs, owners, renewals, logins, and vendor contacts	☐	☐		

PHASE 3 — WEBSITE, ECOMMERCE & CONVERSION

#	Execution Item	Launch A	Launch B	Owner	Target
1	Confirm site map and navigation based on visitor goals	☐	☐		
2	Build/refresh homepage with clear value proposition and primary CTA	☐	☐		
3	Build About / credibility page and contact page	☐	☐		
4	Build product/service pages with benefits, proof, FAQs, and conversion CTA	☐	☐		
5	Create launch landing page(s) for	☐	☐		

	campaigns and lead sources				
6	Configure ecommerce catalog, product categories, cart, checkout, tax, and shipping as applicable	☐	☐		
7	Create sample/trial, bundle, consultation, application, or lead-magnet conversion paths	☐	☐		
8	Configure booking, chat, contact forms, and automated acknowledgements	☐	☐		
9	Add privacy policy, terms, returns/refund, shipping, and accessibility information as applicable	☐	☐		
10	Optimize mobile layout, image sizes, speed, broken links, and browser compatibility	☐	☐		
11	Add page titles, meta descriptions, structured content, internal links, and image alt text	☐	☐		
12	Test every CTA, form, payment, email, redirect, and conversion event end-to-end	☐	☐		

PHASE 4 — CONTENT & AUTHORITY ENGINE

#	Execution Item	Launch A	Launch B	Owner	Target
1	Define 4–6 content pillars tied to customer questions and buying decisions	☐	☐		
2	Create first 10 launch articles/posts/resources	☐	☐		
3	Create FAQ library from sales, support, product, and objection questions	☐	☐		
4	Create cornerstone guide, report, checklist, sample guide, or downloadable resource	☐	☐		

5	Create branded image/template library for social, email, web, and presentations	☐	☐		
6	Create 3–10 short-form videos from existing content and launch messages	☐	☐		
7	Create testimonial / review / case-study capture process	☐	☐		
8	Create founder/company story and authority positioning assets	☐	☐		
9	Create launch email sequence and evergreen nurture sequence	☐	☐		
10	Create media/press kit and announcement release where useful	☐	☐		
11	Create internal content calendar with owner, channel, CTA, and publish date	☐	☐		
12	Create content repurposing workflow: article → email → social → video → sales asset	☐	☐		

PHASE 5 — SEARCH, LOCAL PRESENCE & REPUTATION

#	Execution Item	Launch A	Launch B	Owner	Target
1	Build keyword/topic map based on customer intent, products/services, and geography	☐	☐		
2	Optimize on-page headings, copy, links, images, and metadata	☐	☐		
3	Resolve technical SEO basics: crawlability, indexing, sitemap, redirects, canonical URLs	☐	☐		
4	Create/optimize Google Business Profile when applicable	☐	☐		
5	Create/verify priority business directory and industry listings	☐	☐		
6	Standardize	☐	☐		

	company name, address/region, phone, URL, descriptions, and brand images				
7	Create review request and response workflow	☐	☐		
8	Create reputation monitoring / branded mention alerts	☐	☐		
9	Identify first outreach / partner / backlink opportunities	☐	☐		
10	Create monthly SEO content and optimization backlog	☐	☐		

PHASE 6 — SOCIAL, EMAIL, CRM & AUTOMATION

#	Execution Item	Launch A	Launch B	Owner	Target
1	Claim/update priority social profiles and ensure consistent branding	☐	☐		
2	Create LinkedIn company presence and founder/team positioning	☐	☐		
3	Create Facebook/Instagram business presence where audience fit exists	☐	☐		
4	Create YouTube/video channel and publishing standards where useful	☐	☐		
5	Create 30-day social launch calendar and reusable content templates	☐	☐		
6	Set up scheduling/approval workflow for recurring social publishing	☐	☐		
7	Import/clean contact database with consent/source fields and segmentation	☐	☐		
8	Build welcome series, inquiry follow-up, nurture, and reactivation sequences	☐	☐		
9	Build ecommerce	☐	☐		

	cart/browse follow-up where applicable				
10	Build lead routing, task reminders, pipeline follow-up, and handoff rules	☐	☐		
11	Create referral/partner outreach sequence	☐	☐		
12	Create unsubscribe, suppression, bounce, and data-quality management process	☐	☐		

PHASE 7 — LAUNCH CAMPAIGN & GO-LIVE

#	Execution Item	Launch A	Launch B	Owner	Target
1	Complete pre-launch QA checklist across website, store, forms, CRM, email, analytics, and mobile	☐	☐		
2	Run internal/soft launch with real transactions or real lead submissions	☐	☐		
3	Confirm inventory, fulfillment, service capacity, support coverage, and escalation path	☐	☐		
4	Create launch offer, deadline, bonus, sample, consultation, or entry-point promotion	☐	☐		
5	Schedule launch email and announcement communications	☐	☐		
6	Schedule coordinated social launch content	☐	☐		
7	Prepare partner, referral, influencer, agent, vendor, or professional outreach	☐	☐		
8	Set up small paid-media test only after tracking and conversion path are verified	☐	☐		
9	Create retargeting audiences/pixels where appropriate	☐	☐		
10	Create launch-day dashboard and support response	☐	☐		

	protocol				
11	Document issues discovered during launch and assign fixes immediately	☐	☐		

PHASE 8 — ANALYTICS, OPTIMIZATION & 30/60/90-DAY MANAGEMENT

#	Execution Item	Launch A	Launch B	Owner	Target
1	Create weekly dashboard: traffic, leads, sales, conversion rate, source, and revenue	☐	☐		
2	Track CRM pipeline velocity, follow-up completion, and lead aging	☐	☐		
3	Track ecommerce product views, add-to-cart, checkout, purchase, and average order value where applicable	☐	☐		
4	Track email delivery, opens/clicks, replies, conversions, unsubscribes, and list growth	☐	☐		
5	Track social reach, engagement, referral traffic, and assisted conversions	☐	☐		
6	Review search queries, rankings, indexing, and content opportunities	☐	☐		
7	Run controlled tests on headlines, offers, CTAs, forms, pricing presentation, and landing pages	☐	☐		
8	Conduct 30-day launch review and prioritize fixes	☐	☐		
9	Conduct 60-day growth review and double down on winning channels	☐	☐		
10	Conduct 90-day strategy review and reset goals, budget, content, and campaign plan	☐	☐		
11	Maintain monthly security, plugin/platform, backup, and account-access checks	☐	☐		

PHASE 9 — AI, SOPs & BUSINESS OPERATING SYSTEM

#	Execution Item	Launch A	Launch B	Owner	Target
1	Create approved AI use policy covering privacy, confidential data, claims, and human review	☐	☐		
2	Create brand prompt library for writing, research, customer service, sales, and operations	☐	☐		
3	Create reusable project templates for launches, campaigns, reports, and recurring work	☐	☐		
4	Build AI-assisted content workflow with review and approval checkpoints	☐	☐		
5	Build AI-assisted customer inquiry triage / FAQ workflow where appropriate	☐	☐		
6	Create searchable company knowledge/resource library	☐	☐		
7	Document SOPs for content, website updates, leads, fulfillment, customer service, and reporting	☐	☐		
8	Create staff/contractor training guide and onboarding checklist	☐	☐		
9	Create monthly systems audit: integrations, automations, permissions, renewals, and failures	☐	☐		
10	Maintain a living Digital Operations Manual with links, owners, vendors, logins location, and recovery steps	☐	☐		

30 / 60 / 90-Day Launch Rhythm

DAY 0–30 — LAUNCH & STABILIZE

Finish critical systems, launch publicly, verify every conversion path, respond quickly to issues, establish baseline KPIs.

DAY 31–60 — OPTIMIZE & BUILD PIPELINE

Improve conversion, expand content, strengthen follow-up, collect reviews/testimonials, test highest-potential acquisition channels.

DAY 61–90 — SCALE WHAT WORKS

Concentrate budget and effort on proven channels, improve retention/referral, formalize recurring operating cadence, plan next-quarter growth.

Weekly Launch Meeting — 20 Minutes

1. What moved since last week?
2. What is blocked and who owns the decision?
3. Which KPI moved up or down?
4. What are the three highest-impact actions before the next meeting?
5. What did we learn that should change the plan?

IN THE CLOUD BUSINESS CONSULTING • DIGITAL EXECUTION SYSTEM