

## PRE-LAUNCH: Inception

TIMELINE	CHANNEL/S	CAMPAIGN TYPE	KEY MESSAGE/S	TARGET AUDIENCE
1 month prior to launch day	Emails Newsletters Intranet Team meetings	<b>COMING UP!</b> A teaser/drip campaign introducing the LMS	What's an LMS?	Senior managers All staff/All learners
			What are the benefits of an LMS?	
			What pain points will it solve?	
			How will it improve L&D practices?	
			How will it impact the organization?	
			Why is it needed?	
			Why now?	

## PRE-LAUNCH: Mid-Point

TIMELINE	CHANNEL/S	CAMPAIGN TYPE	KEY MESSAGE/S	TARGET AUDIENCE
Ongoing for 3-4 weeks before launch	Emails Newsletters Intranet Team meetings	<b>WHAT ELSE DO I NEED TO KNOW?</b> Follow-up campaign with more practical details	Reinforce "It's coming!" messaging	All staff/All learners
			Here's what it looks like: Provide a demo	
			How it works in practice: Share a case study	
			What do other people think?: Feature an endorsement from someone (outside of L&D) involved in the project	
			What's coming next?: More comms (including a chance to try the LMS) coming in # days/weeks	
2-3 weeks prior to launch	Email	<b>IT'S NEARLY HERE!</b> Building interest and engagement campaign	Find out more by joining a workshop	All staff/All learners
2 days prior to workshop	Email		Book a place	All staff/All learners
			Save the date	
2-3 weeks prior to launch	Targeted channels for managers Meetings A "Talking Points" one-pager	<b>WHAT DOES IT MEAN FOR MY TEAM?</b> Targeted campaign to engage team leaders	Reminder about workshop	Managers, department heads, team leaders
			Key benefits for the learners	
			Key benefits for the team: Cite performance targets (e.g., reduced downtime)	
			Key benefits for the business	
			What support is available	

**PRE-LAUNCH: Go-Live Prep**

TIMELINE	CHANNEL/S	CAMPAIGN TYPE	KEY MESSAGE/S	TARGET AUDIENCE
2 days before launch	Emails Intranet	<b>IT'S READY TO GO!</b> Last-minute campaign: final reminder and engagement booster	Date for launch: Reminder	All staff/All learners
Day before launch			Benefits to learners: Endorsement from senior figure	
			New LMS will be live tomorrow!	

**LAUNCH**

TIMELINE	CHANNEL/S	CAMPAIGN TYPE	KEY MESSAGE/S	TARGET AUDIENCE
Day of launch / Day 0	Emails Intranet (homepage takeover)	<b>IT'S LIVE!</b> The official announcement campaign	How employees can access the system	All staff/All learners
			Where to find support, a demo or guidance	
			Thanks for your patience	

**POST-LAUNCH**

TIMELINE	CHANNEL/S	CAMPAIGN TYPE	KEY MESSAGE/S	TARGET AUDIENCE
3-6 months post launch	Emails Newsletters Intranet Team meetings	<b>IT'S WORKING!</b> Sharing success campaign	Share testimonies from users	Senior managers All staff/All learners
			Top tips	
			How to take part in ongoing workshops	
	How to find out more			
	Complete a feedback survey			
	Share data: How many courses have been completed/How many users logged in			
	Emails Targeted channels for senior managers and team leaders			