



Gladiator^{CMO}



CHECKLIST

Name Change & Rebranding

TRANSFORM YOUR BUSINESS GOALS
INTO TARGETED VICTORIES



Changing your company name is not something to be done lightly, but sometimes it is necessary. We have compiled a checklist of all of the things you need to consider for a successful name change.

Before you undertake these steps, it is a good idea to engage with your employees and even select customers and investors to determine if a name change is right for you. They will also provide valuable insights to direct your choice of name.

We have helped dozens of companies navigate name change and rebranding processes. If you have any questions or would like additional guidance, contact me to schedule a free consultation.

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Creative Director**

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Name Change & Rebranding Checklist

CHOOSING A NAME

- Confirm no one in your industry is using that name
- Check for domain name availability
- Consider the SEO competitive landscape (i.e. even if no one in your industry is using the name Apple, you are going to have a hard time competing for branded search terms)
- Check for competing Trademarks

BRAND DESIGN

- Logo
 - Create a "Formerly X" logo with the old company name if it has a lot of brand equity
- Fonts
- Colors
- Design Elements

WEBSITE

- Purchase domain name
- Set up hosting and maintenance
- Build site on the new domain
- Set up Google Analytics, Tag Manager, and Search Console
- Connect any services you are using to the new site (CRM, ad tracking pixels, marketing analytics services, etc.)
- Redirect all URLs from your old site

INTERNAL OPERATIONS

- Inform employees of the change before the rollout starts
- Set up internal emails on new domain
 - Forward old emails to the addresses on the new domain
 - Re-create aliases and groups (i.e. info@, marketing@, contact@)
- Alert current customers and prospects of change
- Update ID cards
- Update internal templates
 - Letterhead
 - Email signatures
 - Purchase documents



Name Change & Rebranding Checklist

ACCOUNTING

- DBA
- Bank Accounts
- Are you going to take payments as the old company?
- Update address with Post Office

PRODUCT FULFILLMENT MATERIALS

- Packaging
- Product inserts
- Shipping labels and materials

DIGITAL MARKETING

- Rename social media accounts OR set up new accounts and link from previous accounts
- Set up or update Google Business page
- Update domains and "From" addresses in your email marketing and CRM tools
- Craft and distribute a press release

COLLATERAL

- Brochures
- Spec sheets/Product sheets
- Proposal templates
- Project sheets
- Resumes
- Business cards
- Signage

Need More Guidance? Schedule a **Free Consultation.**

Renaming and rebranding your company is a big undertaking. If you have any questions, we are here to help.

BOOK NOW

Schedule a free 30-minute strategy session with us and let's talk about your specific needs.

