

Grand Opening Checklist for Franchise & Retail Marketing

Whether you're welcoming the very first guests to a restaurant, a boutique shop, a hardware store, or even a new franchise location, a grand opening is always a cause for celebration. But to get it just right—to entice droves of customers not only to attend but to spend—takes a fair amount of legwork.

Here, we're making it easy by breaking it down into a detailed checklist of marketing aspects to consider as you get ready for the big day.

Connect with Consumers Online

- ✓ Ensure your landing pages are ready to go
- ✓ Invest in paid search
- ✓ Get the word out with social media
- ✓ Notify your email list

Connect in Print

- ✓ Promote your products ahead of time with direct mail
- ✓ Highlight any promotions in a curated print piece
- ✓ Send out invitations

The Big Day

- ✓ Welcome customers in with signage
- ✓ Use directional signage to heighten the customer experience
- ✓ Highlight your must-try products
- ✓ Offer an efficient check-out or purchasing options for products
- ✓ Send your guests home with party favors to stay top of mind

At OneTouchPoint, we work with our multi-location clients—from retail to restaurants. Our purpose-built OTP One platform, combined with our end-to-end solutions, are built to help you showcase your brands through impactful local marketing campaigns, supporting locations with an online branded store available 24/7, to warehousing and fulfilling to producing, then shipping all the needed assets directly to each store location.



Full grand opening checklist + tips available here.

pages.1touchpoint.com/ultimate-grand-opening-checklist

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