

## WORKSHEET 16 · CHAPTER 16 · PRE-OPENING MARKETING

# Pre-Opening Marketing Calendar Template

Print, complete by hand, or use as a working review sheet.

**Instructions**

Update weekly from T-6 months to opening night. Every task needs an owner, channel, and measurable outcome.

**Foundation Phase: T-6 to T-3 Months**

Google Business Profile claimed

Social handles secured

Brand assets finalised

PR agency selected

Landing page live with waitlist capture

**Acquisition Phase: T-3 to T-1 Month****Content Series**

Owner, channel, frequency.

**Media Pitches**

Date and target outlets.

**Community List**

WhatsApp/email setup and target size.

**Saturation and Validation**

**Local Advertising**

Budget, platform, owner.

**Local Outreach**

Businesses within 500m.

**Soft Opening**

Dates, capacity, media preview, photo shoot, booking target.

**Budget Summary****Total Budget****Email/WhatsApp Infrastructure****PR Engagement****Content and Photography**