

THE RōVE LAUNCH

Make your opening impossible to ignore.



RōVE

strategy for people going somewhere different.

A grand opening is more than an event. It's an invitation to become part of something new. Rōve helps businesses turn their opening into a moment people want to be part of, & a foundation for what's next.

RōVE Launch | \$1,800

The Launch Strategy

What is the story behind this opening?

Who needs to know?

Why should people care?

How do we create anticipation?

What should happen before, during, & after opening day?

How do we turn one event into long-term customers?

Launch plan includes:

- Opening timeline
- Marketing strategy
- Social media content ideas
- Email announcements
- Local/community outreach
- Partnership opportunities
- Press/media outreach
- Grand opening event ideas
- Opening-day experience
- Follow-up plan

The Grand Opening RōVE

6–8 weeks of launch strategy & consulting

Before the opening

- Launch strategy
- Messaging & story
- Social media plan
- Content ideas
- Community partnerships
- Local outreach
- Event strategy

Opening week

- Final promotional strategy
- Opening-day experience
- Social media coverage plan
- Community engagement

After opening

- Follow-up strategy
- Customer retention ideas
- Next 30-day marketing plan

Digital deliverables:

- A customized launch map
- Marketing calendar
- Content prompts
- Partnership/outreach list
- Opening-day checklist
- 30-day follow-up plan