

90-Day Pre-Launch Marketing Calendar

A suggested marketing sequence for the 90 days leading up to opening day.

A suggested marketing sequence for the 90 days leading up to opening day — start earlier if you can.

Days 90–61: Foundation

- ■ Claim Google Business Profile (even before opening, as "coming soon")
- ■ Finalize website with all must-have pages (home, about, services, contact)
- ■ Set up Facebook and Instagram business profiles
- ■ Order signage, business cards, and basic print materials

Days 60–31: Build Awareness

- ■ Begin regular social posts: staff spotlights, behind-the-scenes buildout progress
- ■ Reach out to adjacent businesses (pet stores, groomers, trainers) to introduce the practice
- ■ Connect with local schools, community groups, and organizations
- ■ Start collecting email signups via a simple landing page

Days 30–8: Drive Anticipation

- ■ Announce opening date across all channels
- ■ Launch a small paid social/Google ad campaign
- ■ Send local newspaper/community paper announcement
- ■ Finalize opening-day event plans (see Opening-Day Event Checklist)

Days 7–0: Opening Week

- ■ Final reminder posts across social channels
- ■ Personally invite adjacent-business contacts to opening event
- ■ Confirm review-request workflow is set up for day-one clients
- ■ Take photos/video from opening day for ongoing content