



# Launch Day Best Practices



## LOG IN AT LAUNCH TIME

Make sure you're logged in and ready to respond when your first messages start to send!

## MARK MESSAGES AS READ

Once you've followed up on a message, mark it as read so that colleagues know it's been taken care of. This prevents contacts from receiving duplicative responses!



## RESPOND IN A TIMELY MANNER

People expect texts to be answered faster than emails - don't let messages received within business hours sit overnight, and respond as soon as you're able to during the day!



## ADJUST FUTURE MESSAGES

Keep the conversation relevant. If a contact answers a question you're asking in an upcoming message, or says something that indicates they shouldn't receive a particular message, delete it from their future messages!

