

The Pickleball Brand Launch Checklist

10 things every equipment and apparel brand needs to look credible, get found, and start selling. Miss one and you're leaving revenue behind.

✓ CHECK OFF AS YOU GO · RATE YOUR LAUNCH READINESS

BUILT BY AN INSIDER

- Active pickleball player & PPR coach
- GM, The Pickleball House
- 25+ yrs award-winning advertising
- Gold & Silver ADDY Awards

BRAND FOUNDATION

01 - 03

- 1 You have a professional logo and brand identity**
Players judge a paddle by its branding before they ever hold it. First impressions are permanent — and amateur branding signals amateur product.
- 2 Your packaging reflects the quality of your product**
Premium product in amateur packaging loses the sale at the shelf and in the unboxing video. Packaging is your silent salesperson.
- 3 You have a one-page brand style guide**
Colors, fonts, tone of voice. Anyone creating content for your brand should work from the same document — or the brand will drift.

DIGITAL & DISCOVERY

04 - 06

- 4 Your product has a dedicated brand landing page**
Not just an Amazon listing. A brand-owned page that tells the story, builds trust, and captures the email before they bounce.
- 5 You are collecting emails at every touchpoint**
Email converts 3-5× better than social. Build the list from day one — website, events, giveaways — or you'll regret it at launch.
- 6 30+ days of social content is ready before launch**
Going dark after launch kills momentum and trust. Lock the content calendar before you go live — not after.

 MARKET & COMMUNITY

07 - 08

- 7

You know exactly who your target player is

Beginner vs. competitive vs. pro. Age, skill level, what they currently play with. "Pickleball players" is not a target market — it's an excuse not to decide.

8

You have 3–5 player ambassadors lined up before launch

Word-of-mouth from trusted players converts better than any paid ad. Seed the community early — coaches, facility regulars, local competitive players.

 REVENUE & RETAIL

09 - 10

- 9

You have a launch email sequence — minimum 3 emails

Announcement, social proof, final call. Most brands send one email and wonder why launch day was flat. Three emails converts 2–4× better.

10

You have a retail and partner media kit ready to send

Facility pro shops, online retailers, and tournament organizers all want a clean one-pager. If you can't send it in 60 seconds, you're losing deals.




LAUNCH READINESS METER — SCORE YOURSELF

Brand Identity	RATE IT
Digital Presence	RATE IT
Community	RATE IT
Revenue Readiness	RATE IT

WHY RPM FOR BRAND MARKETING

We don't just market pickleball. We live it.

Most agencies pitch pickleball brands without ever stepping on a court. RPM is different — Brent manages a facility, teaches the sport, and plays competitively. We know your customer better than any generalist agency ever could.

-  Gold & Silver ADDY Award winner
-  PPR-certified pickleball instructor
-  GM of The Pickleball House, White Marsh MD

33x

FACILITY GROWTH

466%

YOY APRIL

25+

YRS EXPERIENCE

Ready to launch the right way?

Book a free 20-minute Brand Audit — only 4 spots per month.

RMPICKLEBALL.COM →