



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON RELAUNCH!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

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When a Relaunch Makes Sense

Outdated technology or design

Technical shortcomings, outdated frameworks, or an outdated design

New products or target audiences

An expanded offering or changes in target groups require new content, messaging, and user experience

Poor SEO Performance

Declining visibility, long loading times, or unstructured content

Changes in Brand Strategy

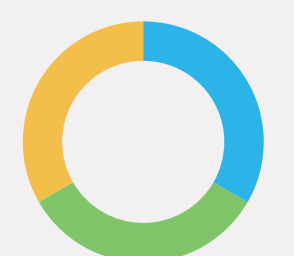
A rebranding or a new brand positioning must also be reflected in the digital sphere

Lack of Mobile Optimization

Without responsive design, companies lose mobile users — and thus potential customers



<https://www.dreikon.de/en/news/glossary/relaunch/>



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