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| Pre-Launch: PlanningPrepare for the rollout of Microsoft Search in Bing* **Identify an executive sponsor and/or champion**Getting stakeholders involved early is key to your project’s success
* Download the [**Adoption Kit**](https://aka.ms/MicrosoftSearch/Adoption)Available on aka.ms/MicrosoftSearch; includes editable templates you can customize with your corporate fonts, logos, and colors
* Create a SharePoint Site; add tips, FAQs, videos, and trainingsA SharePoint homepage template is available in the Adoption Kit
* Create bookmarks in the Microsoft 365 Admin Center for key internal sites
* [Publish default bookmarks](https://docs.microsoft.com/microsoftsearch/manage-bookmarks)
* [Bulk-import bookmarks](https://docs.microsoft.com/microsoftsearch/manage-bookmarks%22%20%5Cl%20%22bulk-add-or-edit-bookmarks)
* Set Bing as default search engine on internal browsers, and Bing.com/business as the default homepageIf your company uses Chrome, include the [Microsoft Search in Bing extension](https://chrome.google.com/webstore/detail/microsoft-search-in-bing/obdappnhkfoejojnmcohppfnoeagadna)
 | Action Owner(s): |

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| **Launch + 7 weeks: Communication**Accelerate adoption with end-user readiness and training* Executive sponsor sends announcement email; plan schedule forsending tips emailsTemplates and a sample campaign calendar are in the Adoption Kit
* Set up a Teams channel or Yammer hashtagTemplates and sample posts are available in the Adoption Kit
* Conduct trainingSchedule demos, webinars, or videos for users to see Microsoft Search in action
* Recruit internal teams to promote their bookmarks on team communicationsAsk them to add links to top sites in their email signatures, newsletters, etc.
 | Action Owner(s): |

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| **8+ Weeks: Follow-up**Make feedback channels clear and solicit feedback* Create a dedicated Outlook inbox, Teams group, or Yammer hashtag
* Build and post an FAQ from internal questions
* Send the end user survey to gather insights Sample user survey questions and templates are available in the Adoption Kit
 | Action Owner(s): |