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| Pre-Launch: Planning Prepare 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 trainings A 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" \l "bulk-add-or-edit-bookmarks) * Set Bing as default search engine on internal browsers, and  Bing.com/business as the default homepage If 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 for sending tips emails Templates and a sample campaign calendar are in the Adoption Kit * Set up a Teams channel or Yammer hashtag Templates and sample posts are available in the Adoption Kit * Conduct training Schedule demos, webinars, or videos for users to see  Microsoft Search in action * Recruit internal teams to promote their bookmarks on team communications Ask 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): |