

HOW TO LAUNCH YOUR PRODUCT/SERVICE

GETTING SET UP

Build Landing Page

Offer Valuable Opt-in

Create a VIP Pre-Launch Email List

Announce Details of Upcoming Product

TIP: TIMING IS KEY

Launching too late or early can bring your buzz down to a hum. Ideally you will want to launch your product when excitement has only just started to level out.

BUILDING BUZZ

Tap Your Email List

Promote on Podcasts, Videos, Blogs, etc

Promote on Social Media

Promote via Live Streaming (such as Periscope)

Share a Sneak Peak, with Your Audience

Beta-test Site
Double and triple check!
Test the order and signup process to make sure everything runs smoothly

TIP: TERMINOLOGY

Mentioning phrases from your landing page occasionally during promotions allows you to validate your terminology and see what phrases convert and what doesn't.

GROWING COMMUNITY

Leverage Network
This includes early adopters and industry influencers

Use Social Proof
Update your audience on launch progress and milestone

Run Contests, Webinars, etc

Gather Feedback and Respond

TIP: Focus on The Customer

Don't just focus on talking about your product or service. Remember that it's all about your customers and how your product can help them and make their lives better.

POST LAUNCH TIPS

Tie It Up
Close any bonus offers and finalize any pre-launch projects

Survey Your Customers
Take note of their comments to see how you can improve

Iron Out Any Kinks
Make the necessary tweaks based on customer feedback

Over Deliver
Exceed expectations to create a lasting impression!