

Product Promotion Checklist

You've planned your product. You've assigned the creation of it. Now it's time to plan your promotion strategy. This checklist assumes you already know your target audience well since you are creating products for them. It offers tips and ideas for promoting your products as well as affiliate products.

PRE-LAUNCH

Promoting the product before launch is a great way to generate a ton of excitement and interest. Depending on the size, complexity and cost of the product, you could start your pre-launch promotions 30-60 days in advance, or more if you feel you can keep the level of excitement up.

- Set up an opt-in page where your sales page will eventually be to get those interested in the topic on a list so you can notify them when the product is ready. Have them sign up to get sneak peeks, be a beta tester or even just receive a discount on the launch price.
- Add social share buttons to the opt-in page - and eventual, sales page.
- Blog about it... and blog some more. Find guest blogging opportunities related to the topic and share your wisdom, dropping a small product mention and link to your landing page.
- Email about it. Talk about the issues people face that this product will solve. Talk about solutions they've tried before that didn't work or not as well as expected.
- Hold a contest with winners being announced on launch day.
- Host a live video or pre-record one to share a little about the product, what it can do and how it will help viewers. Show viewers you understand their problem and help them visualize what life will be like after using your product.
- Write a press release about the product, your company and the launch date.
- Rev up your affiliates. Give them the launch details in plenty of time for them to schedule the promotion into their calendar. Give them pre-written content and images that they can use for promoting the product.
- Hold a contest for affiliates with big prizes.

- Create sharable content for your subscribers, existing customers and social followers to share.
- Create a hashtag for your product launch and use it every time you post.
- If you have the budget, create some advertising that talks about your brand and the product. Talk about the unique features of your product and how it can change people's lives or businesses.
- Make use of images. Create infographics, behind-the-scenes photos and more to share on your blog, social media, through emails and more.
- If you have existing customers or access to a large mailing list, consider taking pre-orders. It can create a lot of buzz for the product.
- If the creation process is large, talk about the process as it's being created. Announce when you've hit certain milestones. Ask followers for feedback if you're struggling with a particular piece.
- Drop a few hints or peeks into the product. These teasers will get people talking.
- Have a few beta testers to go through the product ahead of time and provide feedback. Share this feedback with your audience.
- Touch base with influencers & bloggers within your niche. See who you can get on board to promote your product. Offer to write some emails, social media posts and/or blog posts to make it easy for them to promote. [BuzzSumo](#) can help you find them.
- Give the above influencers and bloggers freebies they can share with their audience. Be sure it includes a link and a short blurb about your upcoming product.
- Create countdowns. Add a countdown time to your landing page. Create one for social media. Make posts about it, sharing glimpses of the product - just enough to tease!
- Create an FAQ of questions you think you might receive. Update it regularly.

LAUNCH

- Keep blogging and guest blogging, sharing the link to your landing page.

- Live video, email and blog about your contest winners. Offer something to all participants, a coupon or other small gift.
- Email your list(s). Offer a coupon or other bonus if they buy within the first few hours.
- Host a live demonstration event or pre-record a demo video that shows how to use the product.
- Ask those same influencers you pulled on board to review your product and share their thoughts. Post these reviews on your sales page, share them through blog posts, social media and email.
- Check in with your affiliates to see how things are going and if they need anything else to help them promote the product.
- Continue to advertise in a variety of places and with different types of ads. Add remarketing to your arsenal.
- Share case studies or early results from buyers. Include screenshots of before and after, if possible.
- Ask your subscribers and buyers to tell their friends, family and connections about it. Give them a freebie that they can share.
- Partner up with others to host a Q&A session, webinar or podcast to discuss the product, what it can do for others, how it came about, early results being seen, etc.
- Share, share, share information through social networks. Not just Facebook! Linked in, Twitter, Pinterest, Google +, Instagram, Tumblr, Snapchat, WhatsApp, and more.
- Gather feedback. Quickly address issues. Engage your buyers & subscribers.
- Update your FAQ page.

POST LAUNCH

- Prior to launch set up a survey for buyers about the buying process. Add this link to the download page and in the Thank You email you send out. Remind them of it a few days later in another follow up email.

- ❑ Nurture your list of interested parties that have not yet purchased. Share demos, discuss more of the features and how it will solve the problem. Offer a free trial. Ask if they'd like to participate in a group chat to get their questions answered.
- ❑ Analyze the stats of all the marketing you've done thus far. Repeat what's working, tweak things that are doing a fair job and dump those that are not performing well.
- ❑ Collect and post new testimonials and feedback from happy buyers.
- ❑ Survey buyers to find areas in which you can improve your product, the sales process, follow up process, etc.
- ❑ Repurpose content you sent pre-launch into other marketing methods. Turn blog posts into videos, videos into checklists, etc.
- ❑ Continue to nurture and build relationships with your buyers.