

MARKETING LAUNCH CHECKLIST

You identified a marketplace need. Conducted research. Developed, tested and perfected your product or service. Now's the time to take it to market. Before launch, ensure you maximize your marketing strategy by checking off these tactics.

1 LAUNCH YOUR LANDING PAGE

All roads lead back to your website. Ensure your landing page is clear and compelling with direct calls to action. Any action taken here is tracked in analytics for reporting.



2 NOTIFY PARTNERS AND CUSTOMERS

Partners can help you spread the word, especially if they have skin in the success of your offering. And loyal customers? They're sure to be interested in this latest addition to your lineup.

3 CONTACT YOUR LEADS

Hot or cold – one of your prospects might have been waiting for just this solution to fall in their inbox. Start them on an introductory drip campaign to entice them toward yours.



4 DISTRIBUTE YOUR PRESS RELEASE

New products and services are engaging hooks for members of the media. Have your press release tell your story through quotes, testimonials and video demonstrations.

5 PUBLISH TO YOUR BLOG

One or more blog posts can highlight the various aspects of your product or service. How did it come about? Who helped develop it? How can it help customers? Why should they buy it?



6 ACTIVATE YOUR AD CAMPAIGN

Expand your reach through an awareness generating ad campaign with strategic media placements in the exact location your customers are watching – or scrolling.

7 UPLOAD YOUR VIDEO CONTENT

Explainer videos of your product or service should be engaging and informative. Forget talking heads. Break open the packaging and demo your offering. Plus, videos perform 27% better than other visuals.

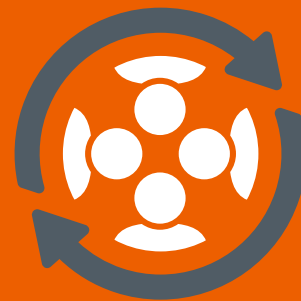


8 POST ON SOCIAL

Tag your beta testers and early adopters, your partners and your subject matter experts. Social networks organically expand your reach within your greatest fans and followers.

9 ENGAGE, ENGAGE, ENGAGE

New product? Different service? People are bound to have questions. Prep your team not just to answer but also to engage. A question is a great opportunity to turn a prospect into a lead, and then into a customer.



Are you getting ready to launch a new product or service? Greteman Group helps clients with launch strategies that get attention – and results.

Call us today 316.263.1004 x121