

LAUNCHING A NEW PRODUCT or IDEA?

the 8 steps
to success...



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Marketing

STEP 1

QUALITY PHOTOS AND VIDEOS

MAKE SURE YOU HAVE QUALITY IMAGES AND OR VIDEOS OF YOUR PRODUCT. PEOPLE WANT TO SEE IT FROM EVERY ANGLE AND IN ACTION.



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STEP 2

WHAT CHANNELS ARE YOU GOING TO USE?

INSTAGRAM

FACEBOOK

TIK TOK

YOUTUBE

EMAIL

(CREATE NEW ACCOUNTS FOR THE PLATFORMS
YOU DON'T CURRENTLY USE)

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STEP 3

**HAVE YOU
THOUGHT OF
INFLUENCER
MARKETING?**

**WHO WOULD BE
YOUR BEST
INFLUENCER?**

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STEP 4

HOUSEKEEPING

MAKE SURE YOUR EXISTING PLATFORMS ARE UP TO DATE AND LOOK THE SAME.

People will stalk you before they purchase
GUARANTEED!!

Your website should carry the same look and feel as your instagram feed etc.

Make sure your new product is ready on your website in preparation of hitting the launch button.

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STEP 5

Define your target audience...

Research who your target audience will be.
What problem are you solving for them?

Remember:

A person doesn't buy a hammer to buy a
hammer –

They buy a hammer to solve a problem
(they need to hang a picture)

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STEP 6

MEDIA...PR

PUT TOGETHER A PITCH AND TARGET
JOURNOS

(hopefully you have a relationship with
some already)

Remember:
you want to make their job as simple as
possible.

Have all your ducks in a row.
Why is your product media worthy?

STEP 7

SATURATE ALL CHANNELS

LAUNCH ALL AT ONCE.

YOU WANT PEOPLE TO SAY
TO 'I KEEP SEEING YOUR
PRODUCT POP UP
EVERYWHERE'

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STEP 8

DON'T SET AND FORGET

MONITOR
COMMENT
ENGAGE
AND BUILD RELATIONSHIPS

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'The difference between ordinary and extraordinary is that little extra effort'.