



# Launching A New Product

## Our Handy Tips

When preparing to launch a new product to the market, the process can be daunting. There are so many things to think about and it's important than when you launch the product, you cut through the noise as much as possible. Here are our handy tips to follow when launching a new product.

### 1. Product Assets

Before you do anything, make sure you have invested in getting product photography and/or videography that does your product justice. These should be clean assets that can be used to produce social media assets and on other marketing collateral. When it comes to deciding whether to go for photography, videography or both, it really comes down to how important this product is to your business. If it is a high value item or a core product, you should invest more into ensuring it is captured in the best way.

### 2. Product Description

Once you have your assets and the product in hand, instruct a copywriter (or someone great with words) to write you a punchy product description that can be adjusted for your different channels, i.e. Social media, website, blog, newsletters, press release.

### 3. Online Assets

Now you have your product photography and/or videography, use these assets and optimise them for your various channels. They will need to be re-designed to suit your brand identity, and re-sized for your different platforms. Online assets to consider:

- Twitter Header Banner – Launch Teaser
- Facebook header Banner – Launch Teaser
- LinkedIn Header Banner – Launch Teaser
- YouTube Header Banner – Launch Teaser
- Twitter Header Banner – Launch
- Facebook Header Banner – Launch
- LinkedIn Header Banner – Launch
- YouTube Header Banner – Launch
- Twitter Social Post – Launch Teaser
- Facebook Social Post – Launch Teaser
- LinkedIn Social Post – Launch Teaser
- Instagram Social Post – Launch Teaser
- Twitter Social Post – Launch
- Facebook Social Post – Launch
- LinkedIn Social Post – Launch
- Instagram Social Post – Launch
- YouTube – Launch Video
- Website Header Banner – Launch Teaser
- Website Header Banner – Launch
- E-shot/Newsletter - Teaser
- E-shot/Newsletter - Launch
- Product Demo video - Launch



#### 4. Build Up

I have included teaser assets listed in the above, as it's crucial that depending on the size of the launch, you build up the hype around it. You have invested so much time developing a new product/s, so make sure you invest enough time building up the excitement around it. We would suggest around 2 weeks to tease/promote an upcoming launch.

#### 5. Website Optimisation

Optimising your website for launch is incredibly important. You need to make sure that when the user lands on the website, your product launch is at the forefront. Make sure you spend time on your website spotting all the places that you could utilise to promote the launch. When setting up your website, remember to use keywords on every page and in page titles.

#### 6. Instagram Shopping

Depending on your target audience, you might want to consider getting your new products set up with Instagram shopping. With Instagram Shopping, you can share featured products through your organic posts and Stories, or have people discover your products in Search & Explore.

#### 7. Schedule

If you have followed the above steps, you have now got all the assets you need to start scheduling your launch across your various platforms. Scheduling is the best way to ensure all of your platforms go live with the launch at the same time, so that when you start teasing the launch you can provide a specific time and date that the product/s will go live. Our schedule suggestions:

- Product listings on the website
- Change of header banner on the website from teaser to launch
- Blog article about the launch, why this/these products? What work has gone into them?
- Social media posts - (if you are launching multiple products, schedule these for 5 minutes apart from the launch time you promoted).
- Newsletters to database (make sure all products link through to the product listing on the website)

There are tons of great websites that help you to schedule your content. Most CMS and email marketing software will enable you to schedule website changes / newsletters in advance and upload blogs. The following are some suggested platforms to help with scheduling social media:

- [Buffer](#)
- [Hootsuite](#)
- [Tweetdeck \(Twitter\)](#)

#### 8. PR

Ahead of your launch date, make sure to send your products to any PR partners, influencers, forums with a product press release. Ask your PR partners to publish the launch press release at the same time as your launch and ask any influencers/forums to publish a review after the launch date.



## 9. Digital/Paid Advertising

Depending on your budget and the scale of your launch, you might want to invest in some paid digital marketing to further enhance the scale of your launch. Using the assets and the product copy you have written; you might consider investing in one of the following:

- Retargeting

Retargeting helps you better convert people who land on your website. To start a retargeting campaign on the day you launch, you will need to put a retargeting pixel in all of the relevant pages of your website. Speak to a web developer to support.

- Google AdWords

- Paid Social Advertising

Paid social advertising works really well in helping to further amplify a product launch and direct traffic straight to your website.

## 10. Launch

Once everything is scheduled and you've done around two weeks of teasing, you are ready to launch. As you have scheduled everything, the most important thing is to ensure every platform goes live when it should do, sometimes there can be glitches so you need to be ready to manually intervene if need be.