

# Ideas for Building Buzz for Your Product Launch

## Pre-Launch

1. Submit press releases to PR distribution sites and contact journalists directly
2. Invite influencers to write blog posts about your product
3. Blog. A lot.
4. Be personal with your marketing – focus on the customer, not on your business
5. Create market-focused Facebook ads
6. Create pre-launch explainer videos
7. Promote your tweets
8. Encourage interest through crowdfunding campaigns
9. Incentivize involvement with freebies
10. Use infographics to describe statistical benefits of your product
11. Promote Pinterest pins
12. Offer the opportunity to pre-order at a discount
13. Declare development milestones
14. Create graphics/imagery that are optimized for social media

15. Draw out the suspense for as long as possible
16. Network and promote offline by simply talking to people
17. Offer exclusive early access to loyal customers
18. Give hints... but keep people guessing as to exactly what the product is
19. Use LinkedIn sponsored updates
20. Publish the story behind the product and its creation
21. Advertise any charitable donations you make/intend to make
22. Send out teaser emails to your email list
23. Include social sharing buttons on your lead magnet/launch page/online material
24. Use contests to encourage interaction even before you go live
25. Offer awards for contest winners, such as discounts/offers/exclusive access

## **During Launch**

26. Organize a celebratory 'going live' event
27. Ask customers to post stories/videos of their product use
28. Publish how-to videos to explain product uses
29. Publish customer feedback
30. Incorporate customer questions into FAQs and other customer service material
31. Limit sales and incentivize action with scarcity

32. Keep customers informed about sales performance
33. Add bonus materials during launch
34. Add a bonus educational webinar to answer questions
35. Add a bonus one-on-one or group coaching option
36. Offer cross/up/down-selling options of other products/services
37. Continue contests to win the product
38. Create a hashtag for people to use to share their comments
39. Run live, streaming video updates on Facebook
40. Give shout-outs to thank new customers
41. Run an affiliate contest with multiple prizes to encourage more promotion

## Post Launch

42. Start building excitement for a future re-launch with a waiting list
43. Create a 'challenge' to get people using your product or service successfully
44. Share success stories publicly and with customers
45. Ask your customers for feedback for future launches or updates

### **SPECIAL OFFER**

**Want To Learn How to Run a Highly Successful and Profitable Launch.**

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