

Go-to-Market Checklist

2-3 months before launch:

- Product name finalized
- Acquire domain name, social handles for product name
- Create ideal customer persona
- Define USP (Unique Selling Proposition)
- Create high-level launch plan

1 month before launch:

- Website ready (or new web page / sub-domain for product)
- All social pages ready
- Promotion plan written
- Keywords for SEO or PPC identified
- Content marketing plan in place

3 weeks before launch:

- Create media kit
- Sign up for HARO, Pitchrate to receive email about media pitch requests
- Email signup on website
- Write email sequence to send to mailing list, both at launch, plus pre- and post-launch
- Create SEO content for website/blog to bring in search visitors

2 weeks before launch:

- Pre-launch press release
- Email update to mailing list
- Promote mailing list (pre-release)
- Customer support plan
- Customer documentation complete
- Channel plan in place

1 week before launch:

- Email update to mailing list
- Promote mailing list (pre-release)
- List of places to "announce" your product/service
- Finalize all announcement copy

At launch:

- Update website / product page
- Launch press release published & sent to all media & influencers
- Email update to mailing list
- Add listing / description to websites, directories, stores, etc
- Announce on social media, blog, forums/groups (as appropriate), etc

Post launch:

- Post-launch press release with user/customer update/announcement
- Email update to mailing list
- Content marketing on social, blogs, website, guest posts, forums
- Gather feedback from users