

# DIGITAL DOWNLOAD PRODUCT LAUNCH PLAN

Whether it's digital or physical, there is a lot of planning that goes into launching a new product. Your launch needs to make a statement and grab the attention of potential buyers and if first impressions are anything to go by, then your launch MUST “wow” your audience. Here are some important tips you need to incorporate into the launch of your product.

## CREATE A LANDING PAGE

The first thing we did was create a landing page. You can do that on your existing website, but make your landing page look like its separate from your site. Take a look at our Docsuey page for example: [www.customsoftwaregroup.com/docsuey](http://www.customsoftwaregroup.com/docsuey) It is part of our company website, but it doesnt look like it.

**KNOW YOUR PRODUCT - determine what information will be good for promotion**

## MAIN FEATURES:


**PROBLEM SOLVED – determine what problem people have and how your product solves that problem.**

## PROBLEM

## HOW PRODUCT SOLVES


**Goals** - You can only measure the success of any campaign if the campaign has goals. For example, do you have a number in mind for the sales you want to generate over a certain period of time? Do you want to determine exactly who your target audience is? Do you want to know what motivated your new customers to choose your product?

GOAL 1

GOAL 2

GOAL 3

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**Data Collection** - To set and capture goals, you will need to ensure you have set up some kind of metric system before hand. Using analytics tools can help in this area and its important that you put these in place before you launch. If your goal is to get subscribers, ensure you set up conversion tracking on your site. You can collect information on pages visited and actions taken with Google analytics.

Analytics	Conversion tracking	Goal tracking
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**Timing is Everything**

When you introduce something new, you need your audience to be available, so its really important to plan ahead and know when the best time to promote will be.

Calander of events

Try to work in with Trade Shows, Conferences, Fairs etc which compliment your product.


**Plan Launch Roadmap**

You've probably seen a product roadmap before, think about your launch in terms of a roadmap. Where are you starting from? What is phase one, phase two and so on? First you will want to make some pre-announcements about your product or service. This may include information about research and development into a new product, the development phase of your product, the problem that your product will solve. You can make announcements through your social media accounts, setup polls to generate discussions and try to generate interest.

PHASE 1 \_PRE-ANNOUNCE DEVELOPMENT

PHASE 2 – PRE-ANNOUNCE DEVELOPMENT PROGRESS

PHASE 3 – PROBLEM – PRODUCT- SOLUTION ANNOUNCEMENT

PHASE 4 – SOCIAL MEDIA POLL - FEEDBACK

PHASE 5 – ANNOUNCE LAUNCH DATE - make these announcements regular.

PHASE 6 – PRODUCE CONTENT RELATED TO THE PRODUCT FOR SOCIAL MEDIA

Ensure your product documentation is easily understood and accessed before your launch. Buyers will need to understand how to use it before they choose to buy it, so prepare in advance your explainer videos or 'how to' tutorials so they are ready to go with your launch.

Making a checklist of all the tasks you need to do before hand will be helpful to ensuring you are ready to launch when the time comes.

## COMMUNICATIONS PLANNING

Plan how you are going to inform the public about your product. Start preparing your instructional videos and short explainer videos. Video media is one of the best ways to introduce your new product because they get peoples attention. You might also consider some email marketing and flyers and business cards.

ANIMATED EXPLAINER VIDEO	
YOU TUBE INSTRUCTIONAL VIDEO/HOW TO	
EMAIL MAILOUT FLYER – FUNNEL CONTENT	
BUSINESS CARDS/FLYERS	
GOOGLE ADWORDS	

### Pre-Launch Activities Checklist In A Nutshell

Here are some helpful activities that you should do pre-launch

Create a product landing page
Select and inform partners of your new product.
Use LinkedIn to reach out to industry analysts and introduce them to the new product.
Press releases to 'selected' bloggers and journalists
Join Social Media Groups , Post articles and ask for feedback.
Publish the launch date
Produce Videos and Marketing Materials
Prepare Facebook/Instagram Ads
Set Up Google Adwords Campaign
Setup Analytics and make sure your landing page looks great.