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1. Pre-Launch

1.1 Idea Formation

	Assignee	Status
Define your elevator pitch so your business model is easy to understand.		In Progress
Do some basic industry research to define your target customer online.		Done
Start talking to potential customers early by running an early focus group.		On Hold
Establish a solid marketing plan with specific, reachable goals.		
Prepare to collect leads at least 3 months in advance (<i>if not sooner</i>).		

Resources

My Toddler Perfects Your Sales Pitch		
How to Get Your First 927 Customers		
How to Identify Your Online Target Audience and Sell More		

1.2 Copywriting

	Assignee	Status
Follow best practices for writing remarkable copy (for landing pages, thank you pages, emails, etc).		
Compel visitors to read on with an amazing headline.		
Use a subheadline / tagline to support the main headline.		
Provide an in-depth explanation of benefits and features of your offering in the body.		
Use benefit oriented, actionable call-to-action button text.		
Reinforce credibility with social proof.		
Utilize psychological triggers and persuasion techniques (exclusivity, urgency, scarcity).		
Check your marketing copy (proofread spelling, grammar, formatting).		

Resources

Ten Examples That Teach You How to Write Remarkable Landing Page Copy		
Copywriting Headlines That Sell (with Templates & Swipe File)		
The Quick and Dirty Guide to Turning Your Website into a Persuasion Powerhouse		

1.3 Landing Page Setup

	Assignee	Status
Follow best practices to building a high-converting landing page.		
Prepare content and assets (logo, graphics, images, etc).		
Shrink image file sizes before uploading with an image optimization tool.		
Use directional or visual cues for directing attention to the primary goal.		
Create a prominent call-to-action that's easy to spot several feet away from the screen.		

Optimize the signup form length to capture only required information. Shorter is better.		
Include an incentive for people to signup to your campaign (free download, coupon, early access, etc).		
Optimize the signup experience with a thank you message or better yet, a viral thank you page.		
Include copyright and/or a link to the privacy page.		
Remove any unnecessary elements from the page (excessive copy, outgoing links, secondary CTAs).		
Fill in social sharing and page metadata.		
Install an exit intent to convert potential leads who would otherwise abandon the page.		
Install a live chat and resolve any doubts visitors might have before signing up.		
Purchase a custom domain name and publish your page(s).		
Resources		
Landing Pages 107 - a free email course to learn landing page fundamentals		
Thank You Pages: The Secret to Growing Your Audience		
The Ultimate Guide to Finding the Perfect Background Image for Your Landing Page		
1.4 Email Marketing Setup	Assignee	Status
Verify lead authenticity with a double-opt in verification email.		
Setup an engaging email auto-reply that provides additional relevant information.		
Setup influencer & incentive emails to motivate and reward leads who share with friends.		
Sign up for and connect your list to MailChimp, Aweber or your favorite third-party email service provider.		
Encourage sharing and drive leads back to thank you pages by connecting social IDs to your third-party email list.		
Resources		
Email Marketing: Why it's Important — and How KickoffLabs Makes it Easy		
The Ultimate Guide To Using Autoresponders For Contests & Sales		
Introducing KickoffLabs Viral Incentive Emails		
1.5 Virality	Assignee	Status
Bribe potential leads with an enticing incentive that motivates them to sign up.		
Let your leads unlock rewards for successful referral sharing milestones.		
Reduce the occurrence of fraud by defining clear promotion rules.		
Make it interesting so buyers as well as non-buyers enjoy hearing about your offering.		
Resources		
Using Social Referrals to Supercharge Your Landing Page Conversion Rate		
Selecting Incentives for Marketing Campaigns		
Bribe Your Audience With Digital Downloads for Opt-Ins		
1.6 Search Engine Optimization	Assignee	Status
Research popular industry niche keywords.		
Test and optimize landing page speed.		
Monitor your site uptime with a tool like Pingdom.		
Verify your domain with Google and Bing Webmaster Tools.		
Resources		
Finding Keywords in Your Industry or Niche		
The 100 Best Free SEO Tools & Resources for Every Challenge		
PageSpeed Insights		
1.7 Analytics and Tracking	Assignee	Status

Setup pages to capture and send key web metrics by installing an analytics tool.		
Signup for and add a Google Analytics Tracking code to all the pages under your account.		
Add any paid ad conversion pixel tracking (AdWords tag, FB Conversion Pixel, etc) to your thank you page.		
Install additional analytics tools to gain more insight on visitors (CrazyEgg, Intercom.io, Hotjar, etc).		
Setup and track conversion goals within your third-party analytics (Google Analytics).		
Add UTM tracking to links to discover which sources drive the most conversions.		
Resources		
Learn more: The Ultimate Guide to UTMs		
A Beginner's Guide to Conversion Goals in Google Analytics		
1.8 Social Media	Assignee	Status
Create social profile on social networks that are relevant to your niche and audience.		
Attract early fans and followers by posting engaging curated content.		
Offer a sneak peek of your upcoming launch to start building buzz and excitement.		
Resources		
How to Get 1000 Followers (Twitter, Facebook, Instagram etc.)		
Growing a Social Following from Nothing		
1.9 Campaign Testing	Assignee	Status
Landing page looks great on desktop and mobile devices.		
Go through and verify the entire signup experience (form submits, emails received, etc).		
Make sure any third-party integrations are properly capturing data.		
2. Launch		
2.1 Inbound Marketing	Assignee	Status
Leverage your own network first (friends, family, existing email list, usergroups, forums, etc).		
Promote across your social media channels and link back to your landing page.		
Engage with users on forums & online communities focused on your niche.		
Leverage events or specific timing to the advantage of your launch		
Partner up with influencers in your industry who can help promote the launch.		
Send free promotional materials to influencers.		
Get listed on the various online business and new product directories (ProductHunt, StartupList, Reddit Startups, etc).		
Reach out to bloggers & popular industry websites and ask them to write about you.		
Create valuable content (blog posts, guides, etc) related to your audience and publish to your site and other channels.		
Resources		
The Ultimate Guide to Marketing Your Startup Online Without a Big Budget		
First Steps to Building Your Brand's Audience Organically		
Influencer Marketing: 10 Strategies for Getting It Right		
2.2 Email Marketing	Assignee	Status
Email your current subscriber list and let them know the campaign is live.		
Keep your audience engaged with updates and interesting content. Link back to your campaign.		
Segment your list and send different emails depending on actions, interests, demographics, etc.		
Setup an email signature that links back to your campaign.		
Resources		

	You Have an Email List. Now What?		
	How We Use Marketing Automation at KickoffLabs		
	The Best Newbie Guide to Segmenting Your Newsletter		
2.3 Social Media		Assignee	Status
	Link your social media accounts back to your landing page.		
	Share status updates about your launch. Engage users with highly shareable content & media (images, video, etc).		
	Keep your CTA and messaging consistent across all social media.		
Resources			
	26 Tips for Improving Your Social Media Marketing		
	4 Viral Sharing Tactics For Your Product Launch Strategy		
	How To Go Viral: Lessons From The Most Shared Content of 2015		
2.4 PPC Online Advertising		Assignee	Status
	Set up some ads (Google AdWords, Facebook Ads, Twitter Ads, etc) ensuring that your targeting is focused.		
	Provide continuity of the messaging and imagery from ad to landing page.		
	Monitor your competitor's ads and leverage their results.		
	Tag your ads with UTM parameters to distinguish what content is driving traffic and success.		
	Experiment with different ad formats, sizes, etc.		
Resources			
	The Entrepreneur's Guide to Google AdWords		
	Lead Generation with Facebook Ads – The Definitive Guide		
	Think Outside The Adwords and Drive Traffic To Your Landing Pages		
2.5 Lead Engagement		Assignee	Status
	Make customer communication part of your strategy.		
	Monitor and respond to brand mentions.		
	Send a weekly newsletter with curated content targeted to your market.		
	Never go more than a month without sending an update to your email subscribers.		
	Create a drip sequence of X emails (7 emails) that goes out over X days (21 days).		
	Create an engaging explainer video about your business.		
Resources			
	How to Give a #@%! About your Customers Before you Launch		
	A Newbie's Guide: How to Create a Marketing Strategy from Scratch		
	How to do a great product promo video for less than \$200		
2.6 Lead Retention		Assignee	Status
	Use retargeting ads to drive lost visitors back to your campaign.		
	Survey your visitors with a popup form.		
Resources			
	Retargeting 101 - What is retargeting?		
	The step-by-step Facebook retargeting guide		
	How to Strike Gold in Your Audience Survey Data		
2.7 Conversion Rate Optimization		Assignee	Status
	Ask (learn from, observe, understand) your customers.		

Track bugs, complaints & feedback and make any necessary changes to your campaign setup.		
Optimize your message and design by running A/B tests.		
Get your landing page reviewed by KickoffLabs marketing pros.		
Submit your landing page to free usability sites.		

Resources

A/B Testing Mastery: From Beginner To Pro in a Blog Post		
UserTesting - Get a peek into the mind of your users.		
KickoffLabs Live Landing Page Reviews		

3. Post Launch

	Assignee	Status
Update the message on the landing page to reflect the campaign end, leaving the page up for future visitors.		
Thank your audience for participating in your launch campaign and offer up an exclusive deal or coupon.		
Measure the results of your campaign.		
Go forth and let your business be successful!		

Resources

How to Keep Your Audience Engaged Post Launch		
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