

Plan for Perfection With an Exhaustive Product Launch Checklist

As more consumers turn to social to discover and research their next favorite thing, it's not just a channel for building buzz—it's a revenue driver and a rich source of customer feedback as well.

Planning a product launch worth talking about starts with a thorough social media strategy. Use this checklist as a guide to creating and running a compelling launch that gives your company's next big thing the spotlight it deserves.



Kickoff

- Outline social-specific goals and objectives for the product launch.

Remember: social goals should ladder up into overall marketing and sales goals. Connect with team members across your business before setting goals to better understand any expectations for social performance.

- Outline your distribution strategy and the creative assets that will be needed for each network.

As you outline your strategy, here's what you need to consider:

- What paid and organic social channels will be used for the product launch campaign?
- Will you include any content that can't be created and scheduled ahead of time (e.g. livestreams, stories, etc.)?
- If you're planning to [work with influencers or creators](#) to promote the launch, how will you approach these collaborations?

- Develop a timeline for the social segment of the product launch campaign.

Connect with team members to see when the earliest pre-launch promotion posts can go live for a unified hype strategy.

- Define the roles of various campaign stakeholders.

Tip: The [DACI decision making framework](#) can help boost team effectiveness by assigning specific project management roles to team members.

- Gather existing creative assets and add them to a centralized, accessible location.

This might include:

- Product photography
- Product names and descriptions
- Approved messaging
- Campaign photography

Use a social listening tool to identify super fans who might be interested in receiving items in advance to help with user-generated content creation.

Create and distribute a campaign brief to provide strategic and creative direction for stakeholders.

This can be done by using the Sprout Campaign Planner or [this template](#).



Pre-launch

- Create a [Campaign Tag](#) in Sprout to easily measure campaign performance post-launch.

Creating separate labels for posts and incoming messages can help organize reports at a more granular level. Once you've decided on a tagging structure, be sure to share the information with your social customer care team.

- Collect user-generated content from influencers and/or creators.

- Design creative assets.

Your merchandising team might have mood boards or additional creative direction they can share. Connect with them to keep your design efforts aligned with the overarching product launch campaign.

- Use product messaging to craft social copy for cross-network promotional efforts.

- Create social-specific UTM links for launch posts.

In Sprout, this can be done by adding URL tracking to your specific campaign tag.

- Create an [Instagram Drops](#) listing to build hype around the launch.

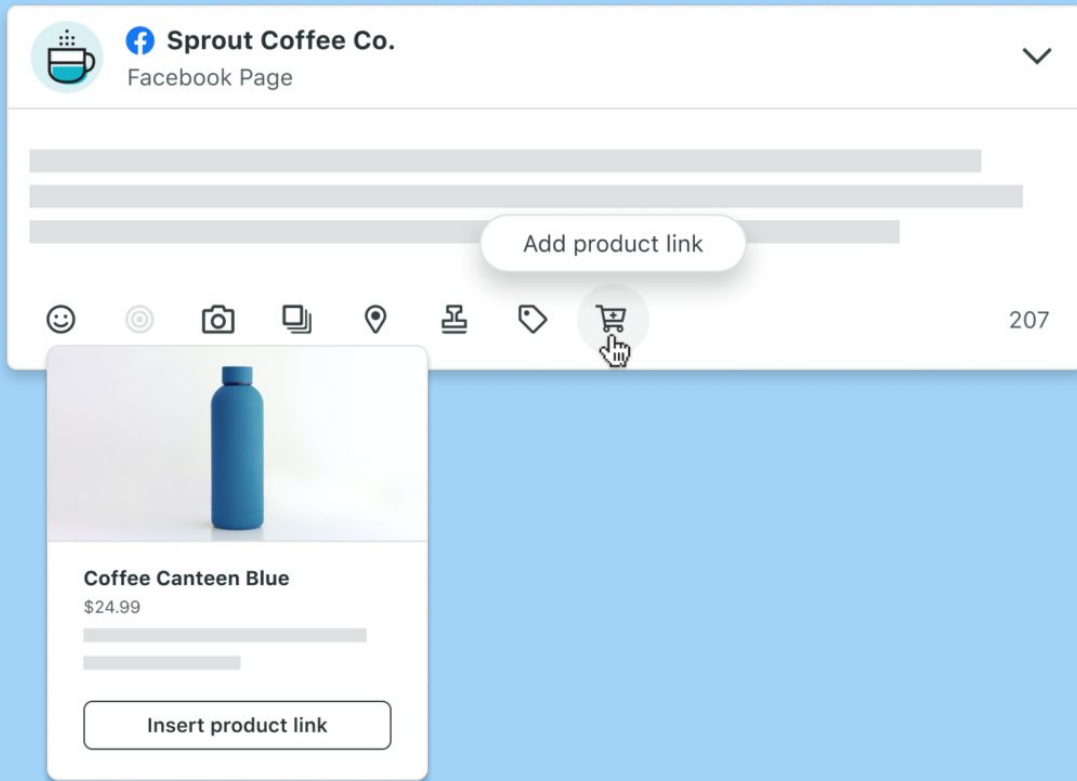
- Schedule pre-launch promotional content.

Launch

Connect with your ecommerce team to confirm that the launch is live.

Launch new product links on Facebook and Instagram Shops.

Pro tip: If you use Shopify or Facebook Shops, you can share the product in outbound social messages directly within Sprout using our social commerce integrations.



Provide your social customer care team with any information needed to prepare for potential customer questions.



Post-launch

- Use Sprout to create a listening query specific to your product launch.

Include brand keywords, product names and general related keywords for an accurate look at how your audience feels about the launch.

- Create a day-of launch social report to share with your marketing and merchandising team.

Your report should include:

- Impressions
- Engagements
- Link clicks
- A collection of highest and lowest performing campaign posts with takeaways for upcoming launches
- Volume of campaign-related inbound questions
- Most common inbound questions
- Social listening data

- Meet with internal stakeholders to collect launch feedback.

- Draft up a post-launch strategy based on findings to provide additional support or maintain momentum, depending on initial performance.

- Sort through tagged posts to collect customer testimonials and more user-generated content for evergreen promotion.

About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care and advocacy solutions to more than 30,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.

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