

Product Launch Checklist

Task Name	Assigned to	Status	Priority Level	Due Date	Resources	Comments
PRE-LAUNCH ACTIVITIES						
*Build List						
<i>Build and Design PDF Report</i>						
--Create a Landing Page to collect opt-ins						
--Create and produce 2 minute video						
--Set-up auto responder list						
--Create and Load 8 auto responder messages						
--Set-up Social Media Plugins (Facebook/Twitter) on website/blog						
--Create Google Profile and Set-up Tracking						
<i>Blog</i>						
--Write and Schedule 8 Blog Posts for Pre-Launch						
<i>Write 5 articles</i>						
--Distribute to key article directories						
<i>Write 2 Press Releases</i>						
<i>Set-up Social Networking Channels</i>						
--Create Facebook Page						
>>Map out content strategy and topics						
--Create Twitter Profile and Background						
>>Map content strategy and schedule tweets						
--Join Targeted Forums and Online Communities						
<i>Set-up You Tube Channel</i>						
--Create 5 videos						
<i>Design Affiliate Program</i>						

<i>Set-up Blog Talk Radio Show (prep 3 shows)</i>						
<i>Recruit and enlist corporate bloggers for focus group</i>						
<i>Create Demos for distribution in Scribd and Slideshare</i>						
<i>Secure Interviews and guest blogger opportunities</i>						
LAUNCH ACTIVITIES						
<i>Set-up Merchant Accounts and Shopping Cart System</i>						
--Test Paid Members and Upsell Products						
<i>Set-up and Train Product Support Team</i>						
<i>Create sales Pages</i>						
--Design Images and Format for Page						
--Write all sales copy for product pages						
--Write confirmation emails, auto-responders and broadcasts						
--Set-up and Add Google Analytics to product pages						
<i>Build Affiliate Program</i>						
--Prep and Distribute Partner Kit to Affiliates						
>>Design Banners						
--Load all marketing materials and communications in Affiliate Program						
--Create Affiliate Promotion Page						
<i>Webinar</i>						
--Give good what and why content for the how content you are launching						

<i>Final Launch Day Content</i>						
--Press Release						
--Email Broadcast						
--Scheduled Tweets						
--Blog Post						
--Post Events in Social Networks						
<i>PPC Advertising</i>						
--Set-up Google Adwords Campaign						
--Set-up Facebook Social Ads Campaign						
POST-LAUNCH						
<i>Monitor Systems</i>						
--Check Transaction Process						
--Check Registration Process						
--Review Customer Feedback						
--Review Product Performance or Bugs						
--Monitor Server Status						
<i>Continue Social Networking Activities</i>						
--Use Facebook Page to monitor customer support, build social proof						
--Use Twitter, LinkedIn and Social Media channels to build buzz						
<i>Email Marketing Activities</i>						
--Final Announcements to Launch/Subscriber Lists						
--Ongoing List Building						
<i>Re-promote Affiliate Program and Nurture Partners</i>						
--Add New Affiliate Partners						
<i>Continue Pay Per Click Marketing Activities</i>						

<i>Tracking Product Launch Results Using Google Analytics</i>						
<i>Ongoing Content Distribution</i>						
<i>Evaluate and update as needed</i>						

Courtesy of:
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