



# IDEAS ON BUILDING BUZZ FOR YOUR LAUNCH



*Produced for New  
Revenue Launch Lab by*





## >>> PRE-LAUNCH IDEAS

1. Submit press releases to PR distribution sites and contact journalists directly
2. Invite influencers to write blog posts about your product
3. Blog. A lot.
4. Be personal with your marketing – focus on the customer, not on your business
5. Create market-focused Facebook ads
6. Create pre-launch explainer videos
7. Promote your tweets
8. Incentivize involvement with freebies
9. Use infographics to describe statistical benefits of your product
10. Promote Pinterest pins
11. Offer the opportunity to pre-order at a discount
12. Create graphics/imagery that are optimized for social media
13. Network and promote offline by simply talking to people
14. Offer exclusive early access to loyal customers
15. Give hints... but keep people guessing as to exactly what is coming
16. Use LinkedIn sponsored updates
17. Publish the story behind the product and its creation
18. Advertise any charitable donations you make/intend to make
19. Send out teaser emails to your email list
20. Include social sharing buttons on your lead magnet/launch page/online material
21. Offer awards for contest winners, such as discounts/offers/exclusive access

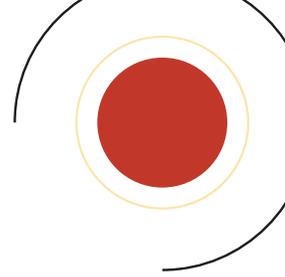


## >>> DURING LAUNCH IDEAS

- 22. Organize a celebratory 'going live' event
- 23. Ask customers to post stories/videos of their product use
- 24. Publish how-to videos to explain product uses
- 25. Publish customer feedback
- 26. Incorporate customer questions into FAQs and other customer service material
- 27. Keep customers informed about sales performance
- 28. Add bonus materials during launch
- 29. Add a bonus educational webinar to answer questions
- 30. Add a bonus one-on-one or group coaching option
- 31. Offer cross/up/down-selling options of other products/services
- 32. Create a hashtag for people to use to share their comments
- 33. Run live, streaming video updates on Facebook
- 34. Give shout-outs to thank new customers

## >>> POST LAUNCH IDEAS

- 35. Start building excitement for a future re-launch with a waiting list
- 36. Create a 'challenge' to get people using your service successfully
- 37. Share success stories publicly and with customers
- 38. Ask your customers for feedback for future launches or updates



## >>> ABOUT THE CEO PARTNER

Business owners who plan ahead perform more than 60% better than those who don't.

At the CEO Partner, we work with expert service providers who already make money offline but want to transition to create new revenue streams online.

As a boutique agency that loves Systems, Numbers and Marketing, we design and implement strategic plans so that you can smoothly hit your business goals.

Our team are experts who have walked this CEO path and are ready to partner with you to create the reliable, repeatable revenue you deserve.

There are many ways that we can help you reach more people online and have a greater impact with your business.

To learn more about our recent real-life success stories, visit

[www.theceopartner.com/results](http://www.theceopartner.com/results)

