Product Launch Control

Launch Buzz Check List

By Daniel Sumner and John Thornhill

Product Launch Control

Welcome to <u>Product Launch Control's</u> Launch Buzz Check List.

We have all seen the ads on TV that advertise '**coming soon to a cinema near you**' or '**starting next week, don't miss the new…**'.

This is what is marketed to us every single day, without us actually realizing we are being marketed to. We simply take it for granted that there is a new show coming to TV or cinema and we normally decide by the quality of the ad or the 'BUZZ' behind it if we are going to watch it or not. But it's the buzz that grabs you.

Online marketing and product launching is no different. You need to create a 'BUZZ' to gain interest. In this short report we show you how!

In advance, thanks for reading.

Regards,

The list below will give you some tips on how to manage your launch. Try to do as many of these as possible to maximize your launch effectiveness.

1. Begin AT LEAST 30 Days Prior To Launch
2. Test The Offer And Get 2 Metrics (EPC + Conversion)
3. Build An Attractive JV Page That Gets Right To The Point
4. Insert A Facebook Pixel On The JV Page To Gather A JV Audience For FB Targeting
5. Test Promo Tools (7 Email Swipes / Bonus Template & Bonuses / Banners & Facebook Images)
6. Shop For Contest Prizes That Look Good
7. Insert A Product Tour Video For Affiliates
8. Illustrate The Funnel And Explain The Payout Process
9. Insert A Leaderboard Placeholder
10. Give Them Access To Training (Teach Them How To Promote)
11. Give Them Abundant Contact Methods For You
12. Put A Timer On The JV Page
13. Insert A JV Sign Up Form (include mailing address field)
14. Create 7- 10 Email Updates That You Will Be Mailing To affiliates
15. Make A Postcard Design or A Nice JV Welcome Flyer
16. Export List Of JV Emails And Send Mail Post Card/Letter Out 30 Days Prior (or as they sign up daily)
17. Write Up A Launch Announcement (Like A Press Release For Social Media Groups)
18. Post on JV Calendars (Muncheye / Warrior JV / LaunchRR / ProductLaunchCalendar / JVNotifyPro)
19. Post Launch Announcement In All Facebook JV Groups
20. Make A Top 30 JV Head Hunter List (Personally Contact This List Daily & Sign Up 1 Per Day)
21. Create A JV Invite Email That Points Them To Your JV Blog
22. Mail JV's From Your Prior Launches (invite them to promote)
23. Ask Your Friends And Affiliates To Mail THEIR JV's For You
24. Go To As Many Offline Events As Possible And Hand Out Postcards
25. Sponsor An Event If Possible (Buy a booth, ad space or even some stage time)
26. Purchase JV Solo Ads From Other Marketers
27. Create A Buzz Spreadsheet With 30 Valuable Items To Share (Video's / Posts / Memes / Lessons)
28. Post Valuable Info From Spreadsheet Daily In Every Group You Belong To (STAY RELEVANT)
29. Post & Tweet Everyday About Your Launch Prep Progress And Give Them Teasers
30. Create A Voxer Thread With Your TOP 10 JVs (Get Them Excited, Fun Competitive Trash Talking)
31. Reach Out To Confirmed Affiliates The Day Before Launch (via phone personal email, text etc)
32. Email Your JV List Frequently (Use Your Pre-created Emails, Include Promo Swipes In The Emails)
33. Remind JV's (1 hour before launch) Update them with excitement (1 hour after launch)
34. Remember To Mail Your Own Customer List

35. Let Staff Handle Product & Support Issues YOUR ONLY CONCERN IS JV'S AND CONVERSIONS
36. Remember To UPDATE YOUR LEADERBOARD
37. Vox (Voxer app) Your Top JV's Text Them Call Them (Keep Them In The Loop) BE EXCITED!
38. Within 24 hours compare list of JVs who've promoted to those that committed & Contact the difference
39. Google Your Product Name To See Who's Offering Bonuses (contact them and thank them)
40. Keep Recruiting During Launch Week, Always Be On Facebook Chat
41. Monitor The Forums For Bad Press In Case Damage Control Is Needed Day After Launch
42. Pay The Prizes Straight Away (Get Tax Details First)
43. Record A Thank You Video For JVs, Use Their Names & Compliment Their Traffic Power
44. Post Thank You Image On Facebook

Try to attempt all of these strategies to maximize your product launch and get the most from your affiliates and your efforts.

If you require more help with your own product launches, take a look at http://productlaunchcontrol.net and get the most from your launches.

Thanks for reading!