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# 20-STEP PRODUCT LAUNCH CHECKLIST FOR YOUR STARTUP

To help you overcome the biggest marketing challenges, we're breaking down everything you'll want to look for below. Follow this guide to make sure you've covered everything.

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# INTRO

As soon as you decide to launch a new product to the current or new market, you can boost your business and make it much more successful, or fail and face significant damages. And it is a crucial moment that requires a lot of attention, planning, and calculations.

In 2020, digital marketing strategies are still the most efficient tool to achieve growth of the business of any size and kind. Different techniques and various market research trends are used not only for product launch, but also for market expansion, product testing, and the starting of the commercial part.

In this article, we would like to tell you about 20 essential steps before launching a new product or service. Adhering to it and fulfilling everything correctly, you will quickly shoot your new product right to the stars.

So, you made up a product in your mind that will, in your opinion, change the whole world. Okay, at least a few people's fates. And now you need customers who will buy this product. However, deep down, you may doubt the new product's success. To make sure that you will be able to attract the attention of the audience, and, moreover, make a profit, follow the next steps and find out how can a digital market research company help to enter a new market.

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| 1 | **SET REALISTIC GOALS**<br>First of all, you should keep in mind that none business ever has grown successful immediately after opening. Besides, even if your enterprise is quite famous, it does not guarantee the new product to be also accepted by the audience. Assume that product launch requires much more steps than it may seem from the first sight. | ☐ | ☐ |
| 2 | **PICK A WINNING PRODUCT**<br>Now it is time to remind you about the market research benefits. Decide who your target audience is and think about what do they need. Ask yourself a few questions: What do my customers like? Where do they live? What are their lifestyles and behavior? | ☐ | ☐ |
| 3 | **MAKE UP YOUR USP**<br>One of the key elements for increased sales is defining the unique selling proposition. It is not enough to only present a product to the consumers. Prove to them that your offer differs from the whole market variety; explain how the service/or product will solve customers' problems. | ☐ | ☐ |

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## 4 DO NOT IMITATE, INNOVATE

Do not stop to search for new ideas. We know how hard it might be to make up something completely new in your mind and implement it in life. But it is not the task that falls on only your shoulders. By ordering market research for your startup, idea, and product testing, you will delegate several aspects of your work and have more minds to invent something.

## 5 CONDUCT MARKET RESEARCH

Actually, market research is a multi-purpose tool, which will never hurt. Using digital market research and analysis allows finding out many new facts not only about the market where you aim to launch a product but also about customers and competitors. To know more about market research and try to order such service, follow the link.

## 6 IDENTIFY A TARGET AUDIENCE

Business owners with an already existing audience often neglect this point. Wrong! Acting this way, you risk not just fail product launch, but also discourage current customers to purchase anything from you. How to avoid and prevent it? Do a market competitive analysis.

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| 7 | **TEST YOUR PRODUCT**<br>Test the quality and operation of the product! And then do it one more time. Neglecting such control, you risk not only face financial damages but also lose credibility among the customers. | ☐ | ☐ |
| 8 | **CARRY OUT AN A/B TESTING**<br>An A/B testing is one of the most powerful digital tools. The main aim of such an examination is to decide which version works better. Learn more about A/B testing from the Adloonix marketing firm in the last paragraph. | ☐ | ☐ |
| 9 | **LAUNCH A PRESS RELEASE**<br>You may suggest that press releases are not the tool in 2020 at all. But do not depreciate it. Writing a catchy text before entering a new market will increase the chances that the journalists will point out your press release. And if they do, they know how to make it go public. So, at least, give it a try! | ☐ | ☐ |

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## 10 CHOOSE THE MOMENT

Not less significant is choosing the day and time of launching press release and a product itself. Again, it depends on your target audience. Have you thought about climatic zones and seasons when selling, for example, duvets? Or what about time zones? Are you going to present a product at midnight so almost nobody will notice it?

## 11 CREATE A PROMOTION

Your first aim when promoting a product is to explore the buyer's journey and how much people know about you before you launched anything (and what do they say about you).

## 12 GENERATE TRAFFIC

Traffic increase has different aims. Decide why exactly you need it. For example, do you only need to attract more users to your website? Or need to increase the number of particular actions on it? Use different marketing channels. To know possible options for you to advertise your website and product, read more here.

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## 13 SET UP GOOGLE ANALYTICS

Make sure you can capture users' visitings on your website. Google Analytics allows creating a unique tracking code, with which you can monitor different events and actions. In other words - record website traffic. Besides, you will discover what do visor search on your website, how they respond to the pages, and other behavior.

## 14 WORK OUT AD CAMPAIGNS

Use social media, take advantage of bloggers' advertisement! Email marketing may seem to you out of fashion in 2020; however, it works! When it comes to product/service promotion, it is not the time for doubts. Do market research, and use every marketing channel you know.

## 15 BUILD A CX STRATEGY

Customer experience strategy is one more tool to know the current and prospect consumers better. Explore customers' purchase power and customer experience strategy of buying similar products or other products from your company. Good CX strategy can transform the smallest business into a world-famous brand.

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## 16 INVEST IN WEB DESIGN

Web design is much more important than you may suppose. Have a particular sum that you are ready to spend on hiring a professional team of web designers and make sure your pages will look great. The text must be clear, images matching, and colors appropriate. The website must catch the attention, but do not be irritating.

## 17 CUSTOMIZE SEO

Find three elements in here - keywords, meta description, and first paragraph. Think about what would user type into the search bar. Always make it short but maximum informative, so the user can understand your product spending minimum time reading.

## 18 GENERATE AWARENESS

You need hype! Customers do not just buy a product. They buy a story - something that will solve their problems and make their living better. Choose the function of the product presentation - to inspire? Or shock? Satisfy? Motivate? Once you build your brand, further sales will be more successful.

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## 19 DOUBLE-CHECK THE PERFORMANCE

This kind of test should be conducted most close to the date of launching a product/service. It is mostly about the website operation. Make sure that each web page is displayed correctly and every element is functional.

## 20 MEASURE THE POST-LAUNCH OUTCOME

When everything is over, it is time to assess the results and work out mistakes. Analyze the performance, evaluate the indicators of sales, etc; and use this data to make further launches more efficient. Do not forget to ask for feedback from you consumed. Show them how much you value their opinion and earn a coin in the carma bank.

# CONCLUSION

A product launch can turn into a total mess if doing it for the first time and not following any instructions. Of course, the launching will happen, but what are the chances it will be successful? Not to risk and clear your schedule for your staff, you can entrust the idea validation and product launch process to Adloonix and feel no guilt. Be sure that you will obtain all the necessary assistance on the current business management, but also you will get hints on further processed. Adloonix will not leave you alone with results if you have no idea what the next measures to take. But, otherwise, we would like to propose you continue cooperation.

# ABOUT US

CONTACTS

**Adloonix** is an independent digital marketing agency which provides the relevant market researches & multichannel CX strategies for international brands and startups.

We make businesses remarkable by helping them become more profitable, generating more leads, simplifying their business processes and decreasing their marketing & sales expenses.

Our team increases brand awareness and drives higher quality leads to sales with the proven use of the data-driven services, ensuring on-time implementation.

Here are the key services we offer:
- Market research
- Customer experience strategy
- Mobile/content strategy
- Web/app development
- Web/app design
- On-page/off-page SEO
- Google Ads
- Social media ads (Facebook, Instagram, Linkedin, Youtube)

If you want to succeed online and you're ready to explore the options available to you, drop us a line with your case! We will be glad to choose the best solution directly to you.

Write us at hello@adloonix.com or contact us by filling the form.

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