Printify

Print on Demand Product Launch Checklist

1 Understand the Customer

Explore topics that large volumes of people are passionate about. This process provides targeting for audience niches and product ideas. Both are vital.

2 Research designs

Discover the popular topics within a selected niche. What are interesting or unique points of view that you could introduce? Originality always trends.

3 Create the design

This can be done in-house (if you're proficient with graphic design tools i.e. Adobe Illustrator/Photoshop) or outsourced through platforms like Fiverr and Upwork. If design ideas are text-based, then this can be done with Printify's mockup generator.

4 Select products

Considering relevant research and design specifics, select viable products for noteworthy designs to be placed on.

5 Choose a Print Provider

Print provider details make a big difference in profitability. Even if a distant provider has a perfect blank product, those higher shipping times will affect business proceedings. Furthermore, factors like sizing, colors, print locations, etc., all play into a provider's feasibility.

6 Get Samples

Before selling a product, it's best to see things from the customer's perspective. Once a physical representation is in your hands, it's easy to know if changes are necessary.

7 Audience

It always helps to have an audience base to jumpstart a product line.
*A strategy to do this would be to create a content aggregation page on Instagram, acquire followers, then promote products to them.

8 Build Anticipation

Before launching, build up some anticipation.
To do so, tease a product range or designs with your followers/audience.
This will also help determine if there is public demand for certain products.

9 Sales Channels

Sales channels are places to sell products. These can be marketplaces (like Etsy or eBay), or a direct-to-consumer website made with Shopify, Wix, Woocommece, etc. We offer a variety of integration options - including API capabilities.

10 Pricing

A crucial step for a successful product launch success is having the pricing spot-on. Too high and people won't buy, too low and people will assume sub-par quality. To get the pricing right, it's a great idea to see how the competition is pricing their products. Then, you can determine your unique selling point (USP), adjusting along the way if necessary.

11 Goals

A product launch without a goal is just wishful thinking. Set a realistic goal set and proceed accordingly. If it is met, set the next a bit higher. If not, reevaluate market fit and analyze audience responses.

12 Go-to-market strategy

Once you've selected a product and defined its goals, it's time to set up a strategy for reaching those objectives. This strategy is dependent on many factors, so be sure to do the homework; invest time in creating a strategy that can carry through.

13 Promotion

Most likely, a big part of a go-to-market strategy is promotion. Again, this will be dependent on whether you have promotion experience. For apparel products (and many others for that matter), influencer marketing still works best. Try to find micro-influencers or Instagram content curation pages with under 10,000 followers. Check their engagement rate (you're looking for a high engagement rate) and negotiate a deal that works for both parties

14 Customer support

Be ready to answer support questions once a product goes live. If you only have a few products, it's totally possible to handle this alone. Regardless, make sure that there's a place where customers can reach out.

15 LAUNCH

It's time. You've done the research, the product makes sense, and you have measurable goals set. Now, with the foundation prepared, you're ready to launch.

16 Monitor results

After launching, keep an eye on the metrics. A solid advantage in tracking can be achieved by using free tools (like Google Analytics) or by following marketplace dashboards (as on Etsy). The important metrics are conversion rate and how many visitors purchase. If this percentage is low (below 1%), you need to check the strategy and dig deeper into why visitors aren't buying.

17 Gather Feedback

Now that your product is live it's time to gather feedback from visitors and most importantly customers. Check social media comments and reviews. Review gathering is not only important for feedback but also for enticing new visitors to buy your product. Offer buyers discounts for reviews via email to generate more social signals for your product.

18 Adjust

After digesting visitor feedback and analyzing sales results, that data can be used to adjust marketing activities and messaging. If the results are great, try to expand into new sales channels, like Google Shopping, Tik Tok, Instagram, etc.

19 Conclusions and Future Learning

After a launch is complete with improvements based on customer information, analyze the data without emotion. Draw conclusions based on both successes and failures. Then, adjustments can be made relative to lessons learned. Your next product launch will greatly benefit from that experience.

✓ Rinse, Repeat, and Reap the Rewards!