

# SOCIAL MEDIA PRODUCT LAUNCH CHECKLIST

FILL OUT THIS WORKSHEET AND USE IT AS A REFERENCE TO HELP YOU PLAN YOUR PRODUCT LAUNCH ON SOCIAL MEDIA.

CAMPAIGN NAME:

DATE OF LAUNCH:

## SECTION 1: DEFINE YOUR GOALS

1. What are the goals and objectives of your product launch?

2. What is the primary focus of your product launch? Which products or services will you be marketing?

3. What metrics and KPIs (key performance indicators) will you use to define success?

4. Who is the target audience of your campaign? What social channels are they most active on?

5. What is the timeline of your campaign? What are the key dates?

## SECTION 2: SELECT YOUR CHANNELS

1. What social channels will you use to promote your product launch?

INSTAGRAM

FEED

STORIES

LIVE

IGTV

REELS

GUIDES

DESCRIBE YOUR STRATEGY:

FACEBOOK

FEED

STORIES

LIVE

DESCRIBE YOUR STRATEGY:

TWITTER

DESCRIBE YOUR STRATEGY:

PINTEREST

DESCRIBE YOUR STRATEGY:

YOUTUBE

DESCRIBE YOUR STRATEGY:

LINKEDIN

DESCRIBE YOUR STRATEGY:

TIKTOK

DESCRIBE YOUR STRATEGY:

OTHER

DESCRIBE YOUR STRATEGY:

### SECTION 3: DECIDE ON YOUR CREATIVE CONCEPT

- Decide on a creative concept to mark your product launch on social media, such as:
  - A user-generated content campaign
  - Visual storytelling (imagery and videos)
  - Influencer partnerships
  - Offline activations
  - Giveaways
- Decide on a unique branded hashtag for your product launch
- Create a mood board or design guide that represents the look and feel of your launch, including styling, art direction, color palette, typography, visual references, and more.

ENTER THE HEX CODES OF YOUR BRAND COLORS:

# _____	# _____	# _____	# _____
# _____	# _____	# _____	# _____

### SECTION 4: PLAN YOUR INFLUENCER STRATEGY

1. Will you be working with social media influencers on your product launch?

YES

NO

IF YES, WHAT IS YOUR STRATEGY?

- Create a shortlist of influencers you'd like to work with on your launch.
- Create an influencer brief using your messaging document and design style guide.
- Reach out to the influencers on your shortlist.
- Mail products to your influencer partners.
- Confirm the date and time of your influencer posts.

## SECTION 5: CREATE YOUR CAMPAIGN ASSETS

1. Are you creating your own assets or using user-generated content to support your product launch?

Own Assets

User-generated Content

Both

2. Will you need to hire a professional photographer and/or videographer to assist with content creation?

YES

NO

IF YES, WHO?

Set creative vision and key messaging

Arrange shoot (including location, props, and models if required)

Create a shot list and storyboard

3. What are you posting to each of the following social channels?

INSTAGRAM FEED

INSTAGRAM STORIES

INSTAGRAM LIVE

IGTV

INSTAGRAM REELS

**INSTAGRAM GUIDES**

**FACEBOOK FEED**

**FACEBOOK STORIES**

**FACEBOOK LIVE**

**TWITTER**

**PINTEREST**

**YOUTUBE**

**TIKTOK**

**OTHER**

## SECTION 6: MAP OUT YOUR CAMPAIGN CALENDAR

- Organize your photos and videos for your social campaign, including those that were created by external parties. Add them to your Later Media Library and label accordingly.
- Ensure that each asset has been formatted for their appropriate social channel and is in line with your strategy document.
- Schedule your Instagram, Facebook, Pinterest, Twitter, and TikTok content with Later (including photos, videos, stories, captions, hashtags, and links).
- Use Google UTM parameters to track your traffic driven by social.
- Use Later's Visual Instagram Planner to preview your feed aesthetic in advance.

## SECTION 7: LAUNCH YOUR PRODUCT ON SOCIAL

- Tease your content before the launch.
- Use e-commerce features to encourage sales, such as Linkin.bio by Later's Shopify integration, or Instagram Product Tags.
- Connect with your influencer partners before the product launch goes live.
- Engage with your audience and respond to comments and DMs once the launch is live.
- Monitor performance and identify opportunities for paid promotions

## SECTION 8: MEASURE YOUR RESULTS

- Track audience engagement for impact on overall awareness, interest, sentiment, and share of voice.
- Create a report on the overall success of your product launch's strategy and execution.