



# Market Launch Checklist For Acquiring U.S. Customers

# Market Launch Checklist

Before you go to market with your technical solution or product, you need to work through a few aspects to ensure it has the most market penetration as quickly as possible. This is the first step.

The second step is marketing your solution BUT that only happens once you are “in” the market.

This checklist is designed to help you think through some of these considerations to make sure you have all of your bases covered prior to launching a new solution into an existing market or launching an existing solution into a new market.

## Strategic “Topline” Considerations

Have you assessed the viability of your technical solution?	<input type="checkbox"/>
Have you defined the resources you need for launching your solution?	<input type="checkbox"/>
Have you created a budget for your launch?	<input type="checkbox"/>
Have you outlined your competitive positioning with this solution?	<input type="checkbox"/>
Have you defined your acquisition channels?	<input type="checkbox"/>
Have you defined your communication strategy?	<input type="checkbox"/>
Have you mapped out the unique benefits that your technical solution offers?	<input type="checkbox"/>
Have you determined need? (i.e. Are people going to want your technical solution in your defined market?)	<input type="checkbox"/>

## Prepare a Launch Plan

Once you have worked through your strategic considerations, it is now important to develop a launch plan. This is different from a GTMs in that a launch plan is a part of GTMs. It covers how you plan on getting your technical solution “in market”. The GTMs covers how you will continually market your technical solution throughout its lifecycle.

Have you identified your potential customers from an ICP (ideal customer prospect) perspective?	<input type="checkbox"/>
Have you identified your competitors who not only offer a similar technical solution but also competitors who solve the same business pain?	<input type="checkbox"/>

Have you developed your market positioning?	<input type="checkbox"/>
Have you successfully finished the beta testing of your technical solution?	<input type="checkbox"/>
Have you nailed down when you want to get your technical solution into the market?	<input type="checkbox"/>

### Define Your Success Metrics

How will you measure success? Which metrics should you look at and map back to revenue. Make sure and eliminate any “vanity” metrics. This is about revenue.

Only track the KPIs that track back to revenue.

Have you identified your KPIs & Projected ROI?	<input type="checkbox"/>
Have you defined your revenue targets?	<input type="checkbox"/>

### Identify Marketing Collateral & Channels for Launch

Once you have laid out the overall strategy, prepared your plan, and defined your metrics, it’s critical to map out the channels you will use to get into market. Not all channels are necessary, but you still need to go through the process to determine which are applicable to your technical solution and ICP.

Do you need a Facebook presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
Need an Instagram presence (business page, graphic cover, post layout look & feel)?	<input type="checkbox"/>
Need a Twitter presence (business page, graphic cover, post layout look & feel)?	<input type="checkbox"/>
Need a Pinterest presence (business page, graphic cover, post layout look & feel)?	<input type="checkbox"/>
Need a LinkedIn presence (business page, graphic cover, post layout look & feel)?	<input type="checkbox"/>
LinkedIn (again — align with your audience)	<input type="checkbox"/>
Is there anywhere such as forums, or any online communities your audience has a presence online that you can infiltrate?	<input type="checkbox"/>
Who will do the design, templates, and create the campaign copy?	<input type="checkbox"/>
What “Teaser” announcements will you want to launch with?	<input type="checkbox"/>

Do you have a product or landing page designed and the copy written for your technical solution?	<input type="checkbox"/>
Do you have any testimonials you can use for this solution?	<input type="checkbox"/>
What graphic images/infographics will you need for your technical solution?	<input type="checkbox"/>
Do you need to create sales ready "one-sheets"?	<input type="checkbox"/>
What will you have to outsource for your launch strategy?	<input type="checkbox"/>
Will you need to create any awareness videos or audio clips?	<input type="checkbox"/>
Are marketing webinars part of the awareness and educational component?	<input type="checkbox"/>
Will you need to do any Facebook or LinkedIn or Instagram "Lives" during the launch?	<input type="checkbox"/>
Will you want to get on any Podcasts to discuss your technical solution?	<input type="checkbox"/>
Are your technical solution online assets optimized for search (SEO)?	<input type="checkbox"/>
Will you need to do PPC marketing, if so, on which platforms?	<input type="checkbox"/>

### Identify Social Media Channels & Marketing Collateral for Launch

Not all social media platforms are a good fit for your technical solution. It's important to find the right ones and to use them to gain more awareness into your identified target market.

Do you need a Facebook presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
Do you need an Instagram presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
Do you need a Twitter presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
Do you need a Pinterest presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
Do you need a LinkedIn presence (business page, graphic cover, post layout look and feel)?	<input type="checkbox"/>
LinkedIn (again — align with your audience)	<input type="checkbox"/>
Is there anywhere such as forums, or any online communities your audience has a presence online that you can infiltrate?	<input type="checkbox"/>

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