



LAUNCH WITH CONFIDENCE PROMOTION CHECKLIST

Paid Strategies

- Click-through FB/IG ads to your pre-launch blog posts
- Paid Advertising Setup (Retargeting with Offer)
- Paid Advertising Setup (Cold Audience with Launch Event)
- Paid Advertising Setup (Cold Audience with Offer)

Partnership Strategies

- Be a guest on other peoples podcasts
- Be a guest expert in other Facebook Groups
- Be a guest blogger
- Host Guest Posts (or do a round up)
- Go To LIVE and Virtual Networking Events
- Setup Joint Venture Partnerships

Organic Strategies

- Produce a podcast episode to promote your launch event
- Create and share a blog post about your launch event
- Update Your Email Signature
- Send Promotional Emails to List
- Reach Out to Cold Leads (i.e. Using Hashtags on Instagram)
- Add a Banner, Button, or Copy to Your Website

Social Media Strategies

- Go LIVE promoting your launch event (Instagram, Facebook, Stories, LinkedIn)
- Create Event(s) in Facebook Group
- Create Event(s) in Facebook Group
- Invite Group Members to Event
- Create Event(s) on Facebook Page
- Create LinkedIn Event(s)
- Live Stream in Group, Page and other social media channels
- Post on all social media channels
- Post in Group About Event, Then Tag People in Comments in Groups of 15
(i.e. "Have you signed up yet? [Tag, Tag, Tag]")
- Post Launch Event Details in the Promo Threads of Other Groups
- Update Facebook Page and Group Cover Photos
- Update Instagram Bio With Blurb About/Link to Launch Event
- Create Instagram Highlight to Feature Stories About Event
- Create a Video and Feature It On Your YouTube Channel
- Send ManyChat Reminders