



# Food Product Launch Marketing Checklist

Are you launching a new food product but worried it won't stand out on crowded shelves or in the digital noise? Without a well-orchestrated marketing strategy, even the most innovative and tasty products can get lost, costing you sales, brand recognition, and market share.

This checklist gives you the exact blueprint successful food brands use to identify

their ideal consumer, create irresistible buzz, secure critical distribution, and turn first-time tasters into loyal fans.

## **How to Use These Checklists:**

1. Go through each item systematically.
2. Mark “[ ]” if the point is done or applies to your current situation.
3. Mark “[ ]” if the point is not done or needs attention.
4. For “[ ]” answers, note

down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

# I. Pre-Launch Strategy & Research

Target Audience Definition:

[ ] Is the specific target demographic for the food product clearly defined (e.g., health-conscious millennials, busy families, specific ethnic groups)?

[ ] Are their dietary preferences, purchasing habits, and values understood?

Market Research &

## Competitive Analysis:

Has comprehensive market research been conducted to identify market gaps and opportunities?

Have key competitors been analyzed (e.g., their products, pricing, marketing strategies)?

## Unique Selling Proposition (USP):

Is the unique value proposition of the food

product clearly articulated  
(e.g., organic, gluten-free,  
sustainable, unique flavor,  
convenience)?

Is it compelling and  
differentiated from  
competitors?

Branding & Packaging:

Is the product name, logo,  
and packaging appealing,  
memorable, and reflective of  
the brand values?

Does the packaging clearly

communicate key features  
and benefits?

Pricing Strategy:

Has a competitive and  
profitable pricing strategy  
been determined?

Are different retail  
channels (e.g., supermarkets,  
specialty stores, online)  
considered?

Legal & Regulatory  
Compliance:

Are all necessary food safety certifications, labeling requirements, and regulatory approvals obtained?

## **II. Marketing Collateral & Content**

Product Descriptions & Story:

Are compelling and appetite-inducing product descriptions created?

Is there a brand story that resonates with the target audience?

## High-Quality Food

### Photography/Videography:

Are professional, mouth-watering photos and videos of the product prepared?

Are images optimized for various platforms?

### Recipe Development (if applicable):

Are recipes featuring the new product developed to inspire usage?

Can these be shared

online?

Website/Landing Page:

Is there a dedicated section on the company website or a landing page for the new product?

Does it include product details, where to buy, and CTAs?

Press Kit:

Is a comprehensive press kit prepared for media

outreach (e.g., press release, product shots, company info)?

### **III. Promotion & Distribution Channels**

Retail Partnerships:

[ ] Are agreements with retailers secured for distribution (e.g., supermarkets, health food stores)?

[ ] Is there a plan for in-store promotions and

merchandising?

Online Sales & E-commerce:

Is the product available for purchase through the company's e-commerce platform?

Is it listed on relevant online marketplaces?

Social Media Marketing:

Is a social media strategy developed for platforms relevant to the target

audience (e.g., Instagram, TikTok, Facebook, Pinterest)?

Are engaging content, contests, and influencer collaborations planned?

Influencer Marketing:

Are food bloggers, health influencers, or chefs identified for collaborations and product reviews?

Public Relations (PR):

Is a PR strategy in place

to secure media coverage in food publications, lifestyle magazines, and news outlets?

**Content Marketing:**

Is a blog used to share recipes, health benefits, or behind-the-scenes stories related to the product?

**Events & Sampling:**

Are product sampling events, food festivals, or in-store demos planned?

## Paid Advertising:

Are targeted digital ad campaigns (e.g., Google Ads, social media ads) planned?

Are print ads or TV commercials considered for broader reach?

## Email Marketing:

Is an email campaign planned to announce the launch to existing subscribers?

Are exclusive offers for

subscribers considered?

## **IV. Post-Launch & Feedback**

Sales & Distribution

Monitoring:

Are sales figures and distribution reach actively monitored?

Are supply chain and inventory managed effectively?

Customer Feedback:

Is a system for collecting

customer feedback (e.g., surveys, social media listening, reviews) in place?  
 Is feedback used for product improvements and future marketing?

Online Reviews:

Is a strategy in place to encourage positive online reviews on product pages and retail sites?

## Performance Analytics:

Are marketing campaign performance metrics tracked (e.g., website traffic, social media engagement, sales conversions)?

Is the ROI of launch activities measured?

## Post-Launch Promotions:

Is a plan for ongoing promotions, seasonal campaigns, and cross-

**promotions established?**

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

# **What We Offer**

## **Growth Strategy and Planning:**

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

# **Digital Marketing**

## **Expertise:**

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

# **Marketing Technology and Automation:**

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

# **1:1 Coaching and Workshops:**

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

## **Consulting Services:**

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

# **Additional Areas of Expertise:**

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move  
beyond fragmented efforts  
and build a strategic,  
data-driven engine for  
sustainable growth—  
we'd love to connect.**



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