Minimum Viable Product Launch Marketing Checklist

Are you preparing to launch your MVP but feeling unsure about your marketing strategy? A successful MVP launch isn't just about building a great product; it's about getting it into the right hands and validating your ideas. Without a focused marketing plan, your MVP could go unnoticed, wasting valuable development time and resources.

This checklist gives you the exact blueprint successful startups use to generate pre-launch excitement, target ideal early adopters, collect invaluable feedback, and set the stage for rapid iteration and growth.

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

Target Audience & Problem:

[ ] Is the core target audience for the MVP clearly defined?

[ ] Is the specific problem the MVP solves clearly articulated?

Value Proposition:

[ ] Is the unique value proposition of the MVP clear, concise, and compelling?

[ ] Does it highlight the core benefit for early adopters?

Success Metrics:
[ ] Are clear, measurable success metrics defined for the MVP launch (e.g., number of sign-ups, active users, feedback collected)?

Early Adopter Persona:
[ ] Is an ideal early adopter persona developed, detailing where they can be reached?

Pricing Strategy (if applicable):

[ ] Has an initial pricing model for the MVP been determined, even if it's freemium or a low introductory cost?

Feedback Loop Plan:
[ ] Is a clear plan for collecting, analyzing, and acting on early adopter feedback established?

II. Marketing Collateral & Assets

Landing Page:

[ ] Is a dedicated, high-converting landing page created for the MVP?

[ ] Does it clearly explain the product, its benefits, and include a clear call-to-action?

Product Demo/Screenshots:

[ ] Are high-quality screenshots or a short demo video showcasing the core functionality of the MVP

prepared?

Messaging & Copy:
[ ] Is clear, concise, and benefit-oriented messaging developed for all marketing materials?
[ ] Is the tone consistent with the brand?

Press Kit (if applicable):
[ ] Is a basic press kit prepared with key information, images, and

contact details?

III. Launch Channels & Activities

Website/Blog Announcement:
[ ] Is an announcement ready for the company website and blog?

Email Marketing:
[ ] Is an email sequence prepared for pre-launch sign-ups and launch day announcement?

[ ] Are targeted emails planned for relevant segments?

Social Media:
[ ] Is a social media content plan developed for pre-launch teasers and launch day announcements?
[ ] Are relevant hashtags identified?

Community Engagement:
[ ] Are relevant online

communities, forums, or groups identified for direct engagement and promotion (e.g., Reddit, Product Hunt, industry-specific forums)?

PR Outreach (light):
[ ] Is a targeted list of relevant tech journalists or bloggers compiled for a soft outreach?

Partnerships (early):
[ ] Are potential early partnerships or cross-

promotional opportunities explored?

Product Hunt/App Store Submission:
[ ] Is a plan for submitting to Product Hunt or relevant app stores on launch day established?

Internal Communication:
[ ] Are all internal teams (development, support) aware of the launch and their

roles?

IV. Post-Launch & Iteration

Feedback Collection:
[ ] Are mechanisms in place to easily collect user feedback (e.g., in-app surveys, dedicated feedback channels)?
[ ] Is a system for organizing and prioritizing feedback established?

Analytics Monitoring:

[ ] Are key metrics (e.g., sign-ups, active users, feature usage, conversion rates) being actively monitored?
[ ] Is Google Analytics or similar tool properly configured?

User Support:
[ ] Is a basic customer support channel established for early adopters?

Communication with Early

Adopters:
[ ] Is there a plan for ongoing communication with early adopters, sharing updates and acknowledging feedback?

Iteration Plan:
[ ] Is there a clear plan for iterating on the MVP based on user feedback and analytics?
[ ] Is the next set of features or improvements identified?

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 amutomation
- 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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