Launch Campaign Plan

Launch Date	X

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Launch week
Public Relations	Draft release + testimonials	X						
	Compile list of target pubs/reporters + begin outreach		X	X				
	Pitches to influencers		X	X				
	Approve testimonials			X				
	Finalize press release draft			X				
	Get press release approval				X	X		
	QA						X	
	Post on Product Hunt / other listing sites							X
	Story live							X
Social	Draft and QA social announcements (LinkedIn, Reddit)						X	X
	Draft and share messaging for individual announcements						X	X
	Go live						X	X
Email	Draft email announcement					X		
	Design and QA emails						X	
	Ask employees for close contacts to email						X	
	Email announcements sent							X
Blog	Draft blog post					X		
	Gather feedback + make changes					X		
	Set-up						X	
	QA						X	
	Blog post live							X
Website	Design banner (single page across website)			X	X			
	Draft Homepage announcement			X	X			
	Gather feedback and seek final approval					X	X	
	QA						X	
	Go live							X
SEO / SEM	Reach out to vendor				X	X		
	Agree on keywords						X	
	Start Google ads							X
Launch event/party	Create invite list and set date		X					
	Reach out to vendors (swag, food, etc.) + liase/plan			X	X	X	X	
	Design invite			X				
	Send invites + reminders				X	X	X	
	Party time!							X

To add: NASDAQ Billboard
https://www.perplexity.ai/search/how-does-one-get-featured-on-t-5_dFuxHpQFS99nfx_VWvYw
https://www.linkedin.com/posts/itzik-alvas_nhim-nhidr-nhi-activity-7209253568418119680-FivC?utm_source=share&utm_medium=member_desktop