








Software Product Launch Checklist

New product launches are always a big event. And congratulations since you are too close to your special day. Here's a list of 10 must-dos before you go to Product launch and tell the world about your innovation.



	TASK	DUE	IN PROGRESS	TASK
	<p>Create your ideal buyer profile. First, you should figure out who you are going to sell your software and answer questions like “What job titles do my future customers hold”, “How much is their income”, “Where do they live”.</p> <p>How to create buyer personas for your business</p>	_____		
	<p>Analyze your market’s problems. Make sure you solve a problem that actually exists. Your confidence should be based on surveys, deep research and not on instinct or guesses. Clearly have an idea about what’s the problem and what’s your solution.</p>	_____		
	<p>Study the competition in your niche. The goal is to reveal what features your competitors offer, where they get customers from and which are their strengths and weaknesses.</p> <p>How to do SaaS competitive analysis to win in your niche</p>	_____		
	<p>Determine your USP. If you already know your competitors, you also know how your software is different from theirs. Your Unique Selling Point will help you position your product and show the uniqueness of your service.</p>	_____		
	<p>Do your soft launch. Big launches or huge ad budgets don’t make any sense if your software has bugs or speed issues. Get as many comments as you can from beta users/your friends and work on improvements.</p>	_____		
	<p>Decide on your customer acquisition model. The goal is to understand how you will attract potential customers. Through a free trial, product demo, freemium plan? The right answer depends on the complexity and scalability of your software.</p> <p>SaaS freemium model: What works, what doesn’t? How to give software product demos that convince your prospects</p>	_____		
	<p>Optimize your pricing: This process includes not only choosing a pricing model but also creating pricing plans and mentioning available features in each one. You can’t make any sales without knowing how much to charge.</p> <p>How to optimize your SaaS pricing page (Best practices+examples) Annual vs monthly subscription for SaaS: Weighing the pros and cons What are the most successful SaaS pricing models</p>	_____		



Structure your team. Your team members should be all-set before your product goes live. Your sales rep(s) should be familiar with the product to introduce it clearly. Your support specialist(s) should be ready to handle user queries regarding your software.

[How an ideal SaaS marketing team should be structured | 6 essential skills for your SaaS inside sales team](#)

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Contact journalists or bloggers for press coverage. Your product launch won't get much attention if nobody is talking about it. Find and contact freelancers who will write about your software and spread the word among the relevant audience.

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Define your marketing channels. You should understand in which channels to invest first to attract visitors. Is it blogging, paid ads, guest posting? You can start with 1-2 tactics, see what works and try new techniques over time.

[8 smart tactics for your SaaS customer acquisition strategy | Importance of content in SaaS startup growth | How to run Facebook ads for SaaS to get new paying users?](#)

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