

EWOR's Social Media Launch Checklist

An EWOR Checklist

Social media is not just an optional add-on; it can be your single most powerful and dynamic launch channel—but only when wielded with precision and an unwavering sense of intentionality. The difference between a quiet release and a high-impact debut lies in a meticulously crafted social strategy.

This step-by-step checklist will guide you through a successful launch, from strategy and content creation to choosing platforms and building buzz.

Step 1

Define Your Launch Goals

Clarify what success looks like for your campaign.

✓ To do:

- Decide on your primary goal (e.g., brand awareness, conversions, follower growth)
- Set clear, measurable KPIs (e.g., engagement rate, CTR, sales numbers)
- Align your goals with your product's stage and business objectives
- Brainstorm creative strategies that help meet those goals



Pro Tip

To generate buzz early, plan to create “anticipatory content” like countdowns, sneak peeks, or ‘coming soon’ posts that build curiosity before launch day.

Step 2

Build a Product Launch Timeline

Stay on schedule and avoid last-minute chaos with a detailed timeline.

✓ To do:

- Set your launch date and work backwards from it
- Plan your **pre-launch** content (awareness, teasers, early access signups)
- Schedule your **launch day** activities (posting times, platform pushes, team responsibilities)
- Define your **post-launch** follow-up strategy (engagement, feedback, retargeting)
- Assign specific roles to your team
- Use a shared doc or template to visualize tasks and deadlines



Pro Tip

Include referral mechanics in your timeline! Launch a referral program to get your audience talking and incentivize sharing. Tools like Viral Loops make setup easy.

Step 3

Choose Your Social Platforms

Focus your energy on platforms that align with your goals and audience behavior.

✓ To do:

- Identify where your target audience is most active
- Match platforms to goals (e.g., TikTok for Gen Z, Facebook for purchases)
- Narrow down to 1–3 channels to avoid spreading your team too thin
- Tailor your strategy to each platform's features and content style



Pro Tip

Every platform behaves differently. Use A/B or split testing to see what content performs best and adjust your strategy in real time

Step 4

Create Killer Social Media Creatives

Stand out with content that's scroll-stopping, on-brand, and engaging.

✓ To do:

- Develop a cohesive **visual style**: colors, templates, logo placement
- Design content tailored to your channels:
 - Images
 - Short videos or demos
 - GIFs or animations
 - Infographics
- Write a clear campaign message and include strong CTAs
- Repurpose teaser content from Step 1 into pre-launch creative
- Test different formats before launch (stories, reels, carousel posts)



Pro Tip

Don't just focus online—offline experiences work too! Host “Instagrammable” launch moments (like pop-ups, meetups, or branded installations) that encourage people to share and spread the word organically.

Step 5

Partner with Social Media Creators

Expand your reach with authentic voices your audience already trusts.

✓ To do:

- Identify influencers or creators who speak to your niche
- Prioritise engagement and trust over follower count
- Prepare a brief explaining your product, campaign goals, and expectations
- Collaborate on teaser content, launch-day posts, or reviews
- Track ROI via referral codes, UTM links, or affiliate tools



Stat to Remember

For every €1 spent on influencer marketing, businesses earn an average of €5.20 in return. Choose creators who feel like “real people” to your audience—authenticity wins.

Step 6

Go Live

One launch day arrives, there are key actions you need to take to get the most out of your social media product launch.

✓ To do:

- Post your launch content at a time your audience is most active (typically early morning or lunchtime, based on platform insights)
- Spend 10–15 minutes before posting engaging with others' content to boost your visibility in the algorithm
- Pin or highlight your launch post (where possible) and update your bio link to direct traffic
- Tag creators, partners, and collaborators where relevant and use branded and relevant hashtags to increase discoverability
- Monitor comments and respond as quickly as possible—engagement in the first few hours matters most
- Use Stories or behind-the-scenes content to keep attention on your launch throughout the day
- Track key metrics (likes, comments, shares, clicks) in real time to evaluate what's resonating
- Save positive reactions, feedback, or testimonials to reuse in future posts or ads



Pro Tip

The first few hours of your launch are your golden window. The platform reward posts that get early traction, so stay active and visible – reply, share, thank, and keep the conversation going. That momentum will carry into post-launch and future campaigns.

