

Startup Launch Post: Complete Checklist & Resource Guide

An EWOR Checklist

A startup launch post is your chance to publicly share what you're building, why it matters, and why now (usually on LinkedIn). It's more than just an announcement; it's a story that invites others to follow your journey, support your vision, and help build early momentum.

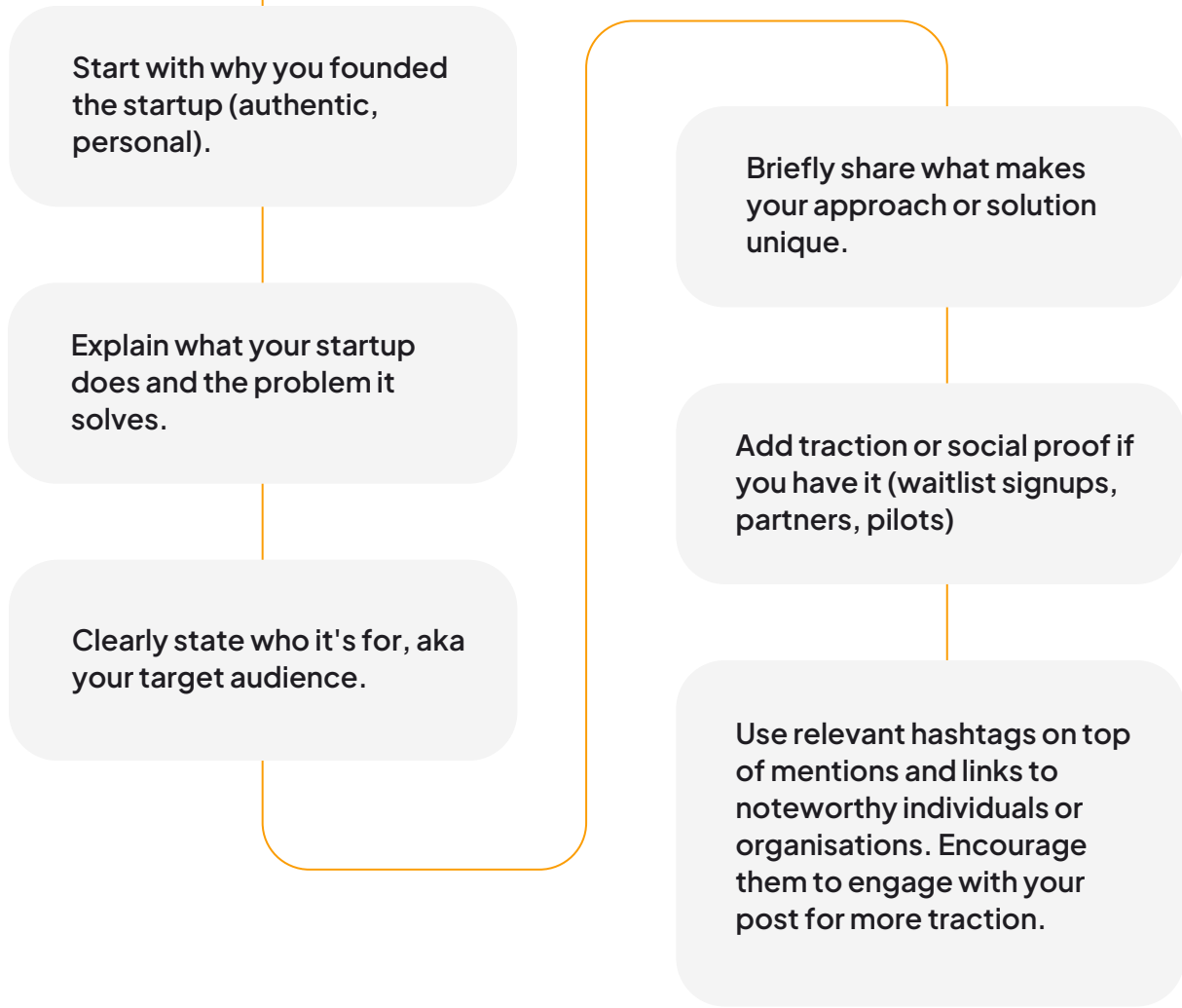
But before you dive into building buzz around your startup, there are a few things you need to consider for your post.

Step 1

Start With Your Story

When you launch, your goal is to build visibility and momentum. That starts with a compelling, emotionally resonant post that shares your founding story and vision while clearly explaining what you're offering and who it's for.

Here's how:

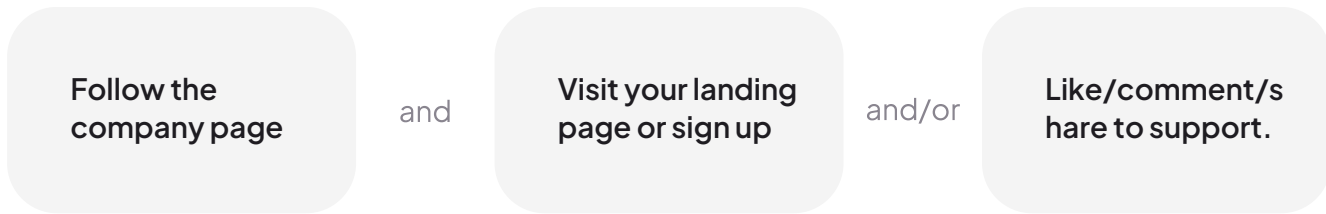


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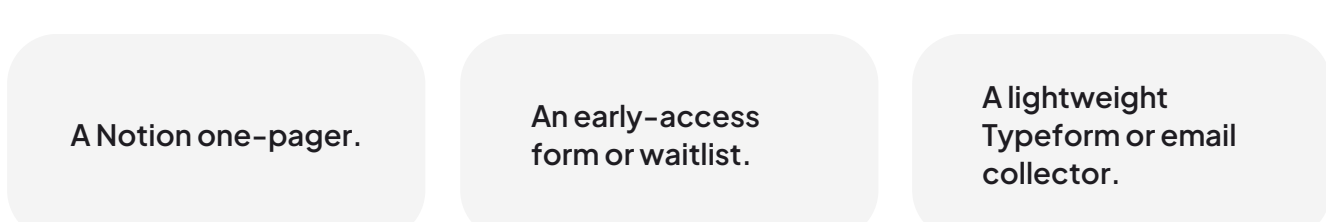
Include a Call-to-Action

Even with an airtight story, adding a call-to-action destination will help in gaining momentum.

Try adding a call to:



Other useful links worth considering:

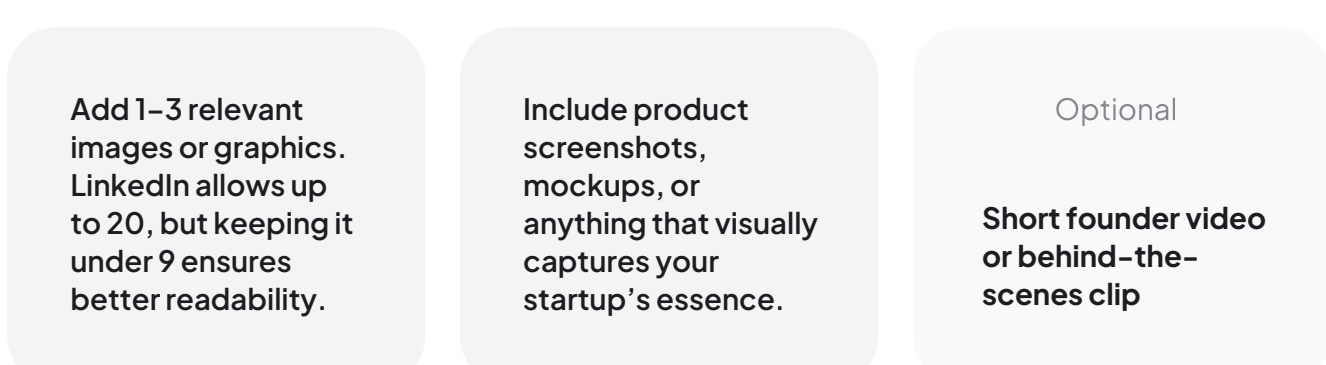


Step 3

Include Visuals

Including visuals in your launch post will help capture attention, boost engagement, and make your message more memorable in a crowded feed.

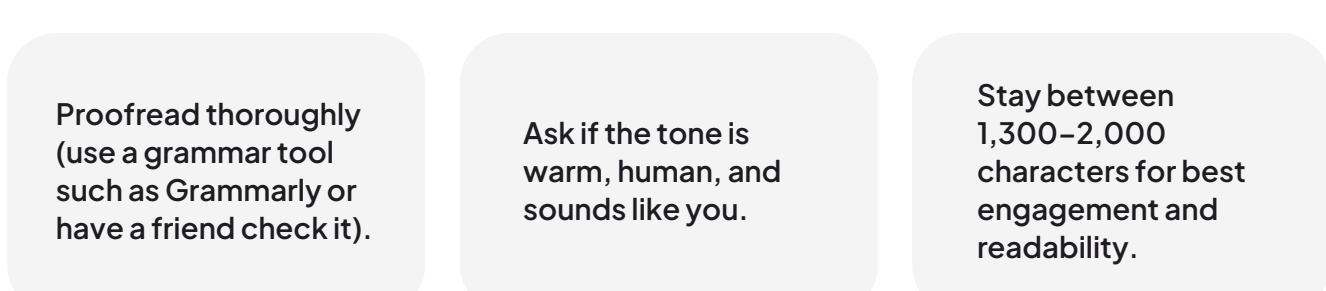
Be sure to:



Step 4

Do a Final Quality Check

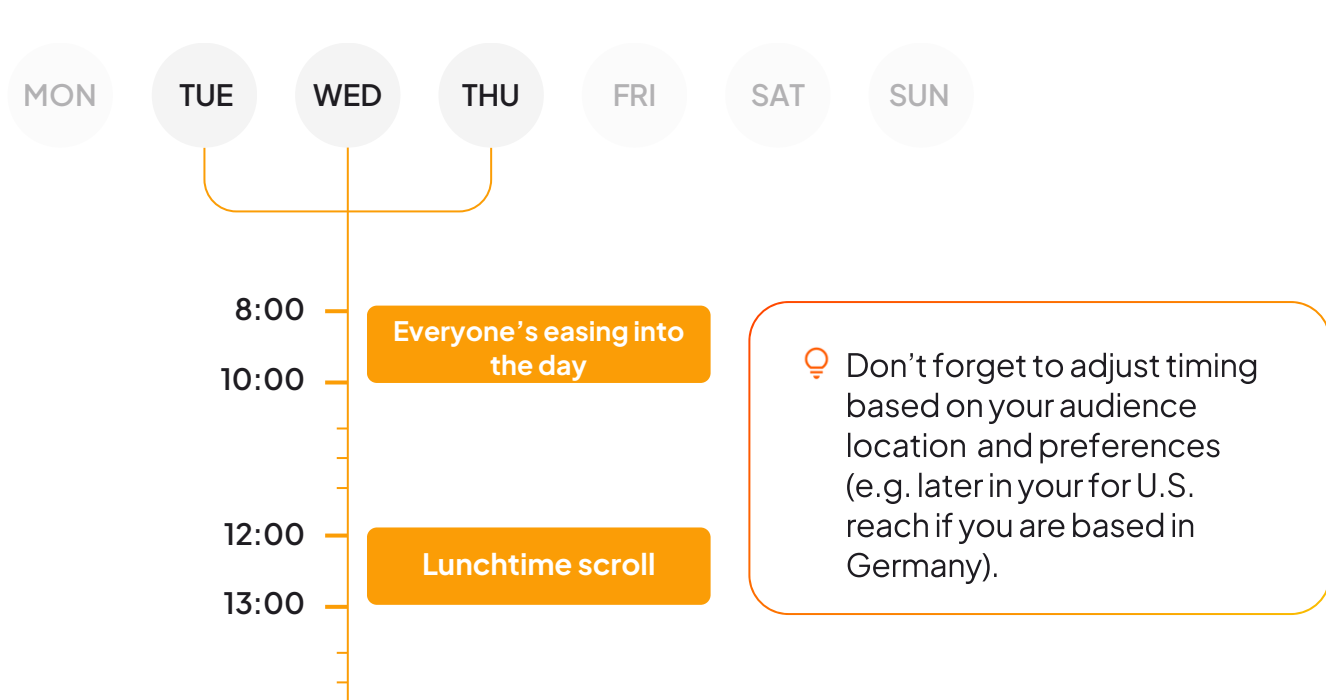
Before posting anything on LinkedIn, ensure that your content is proofread and error-free.



Step 5

Time Your Post for Visibility

With your post ready, it's time to schedule it for optimal posting times. These are typically:



Step 6

Warm Up Your Network Before You Launch

Build momentum before the post even goes live:

Post a teaser or hint 2–3 days before.

Reconnect with dormant contacts or past supporters.

Mention you're about to launch something and could use support.

Step 7

Activate Your Network on Launch Day

Don't leave launch day to chance. Drive early engagement by mobilising your network:

Tag co-founders, supporters, advisors.

Personally message 20–50 people to like/comment/share within the first hour.

Encourage coworkers to reshare via company accounts.

Step 8

Share Strategically

Give your launch additional lift by promoting it in the right places:

Share your post in any relevant startup communities, WhatsApp/ Slack groups, and so on.

Remove UTM tracking tags from the link before posting.

Ask friends/mentors to reshare and comment publicly.

Step 9

Be Present on Launch Day

Your aim is to reach 500 followers on the first day of your launch post so be sure you are present to drive engagement.

Reply to every comment, ideally within the first few hours

Like and respond to reshares and private messages

Thank people publicly and privately

After it's live...

Share your post with key individuals after it's live to boost second-wave engagement

If you don't see the desired inbound traffic, consider reaching out for further analysis and advice on how to generate additional engagement.

Step 10

After You Post

Once your launch post is live, the real work begins — keeping the energy going, engaging meaningfully, and turning visibility into traction.

1 Make your post easy to find

Use the 'Edit' section of your LinkedIn profile to feature the launch post so it's one of the first things visitors see.

Add it to your 'Featured' section or mention it in your current role description.

2 Sustain momentum with follow-ups and more content

Follow up via DM with early supporters, investors, or leads — offer a call, early access, or ask for feedback.

Celebrate milestones — share traction, partnerships, or funding updates and publicly recognise your team.

Schedule 2–3 follow-up posts over the next 1–2 weeks:

- Behind-the-scenes building process.
- Early customer reactions or testimonials
- Lessons learned from launching
- "We're looking for..." community callouts

Create and maintain a regular content posting schedule after the initial hype fades. Share product updates, new features, or team wins to stay top-of-mind.

Experiment with text, polls, carousels, and videos to see what connects best with your audience.

3 Track and learn from the launch

Monitor metrics: post engagement, company page followers, and traffic/signups.

Use LinkedIn analytics or Bitly to understand reach and click-through rates.

Document feedback, unexpected questions, or promising leads for future messaging.

Include launch data in investor or stakeholder updates as early social proof.



Inc branding
test →

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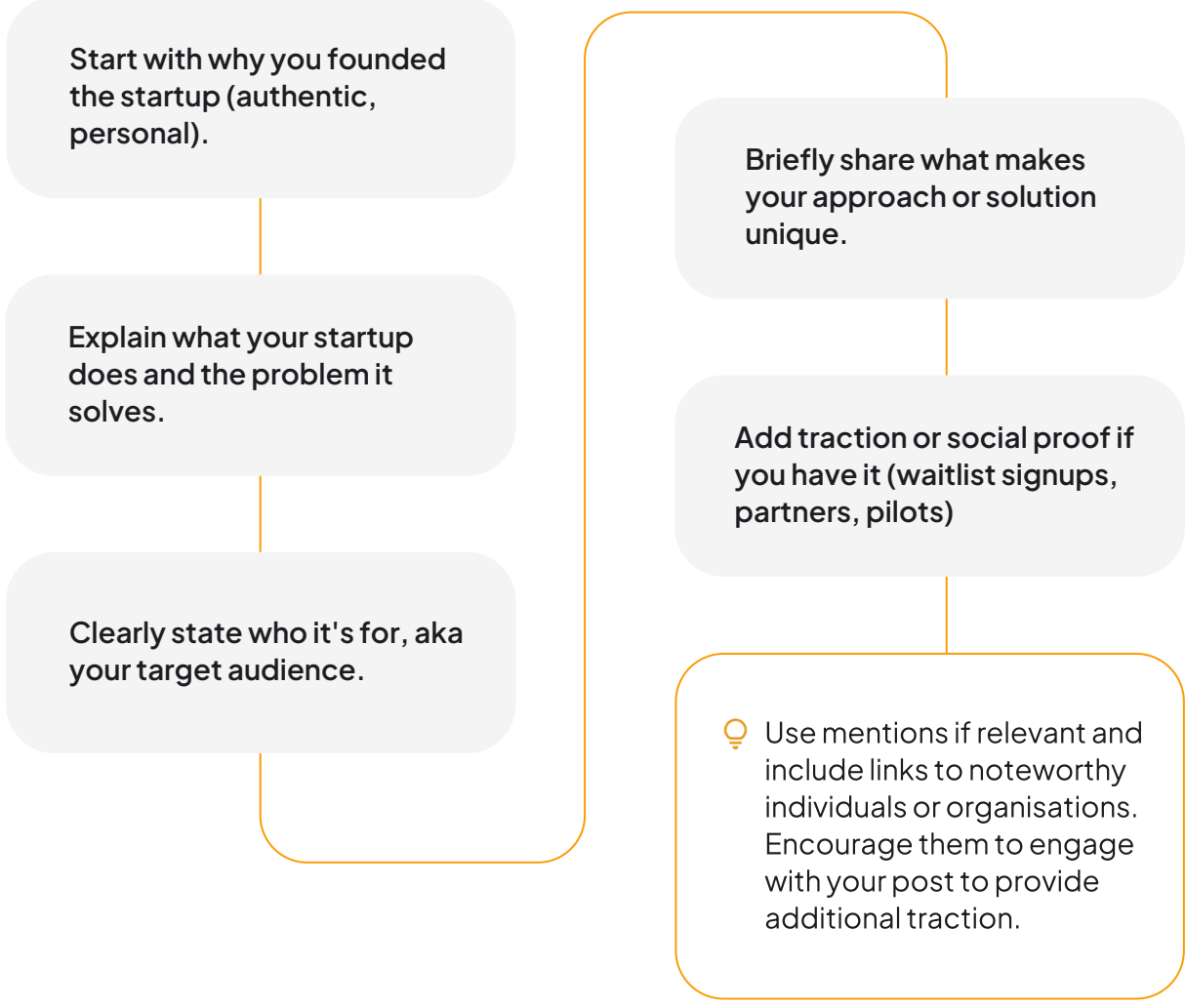
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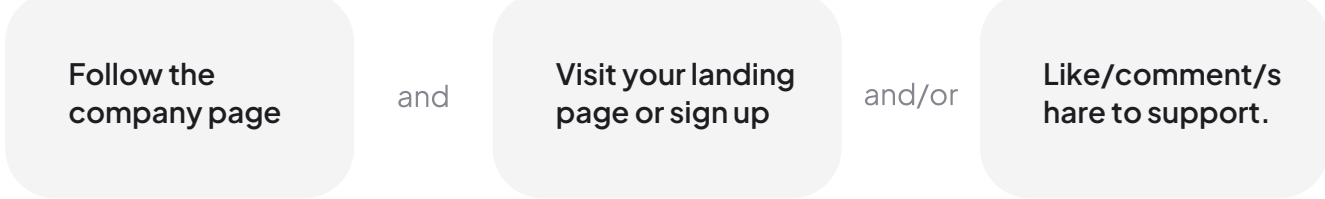


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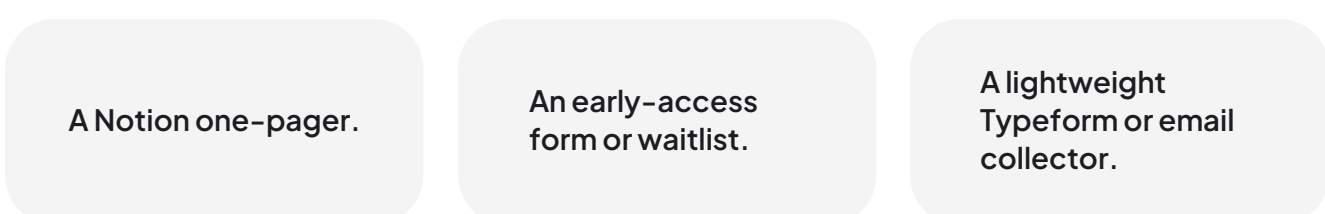
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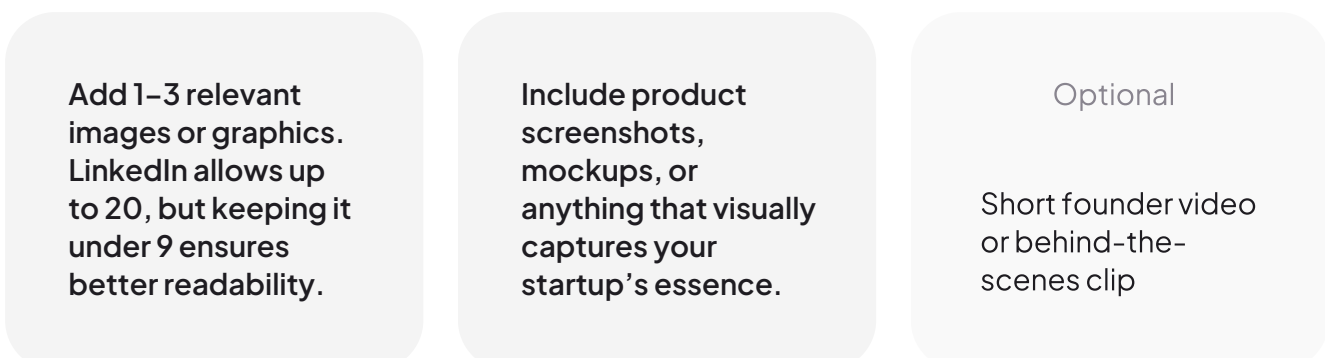


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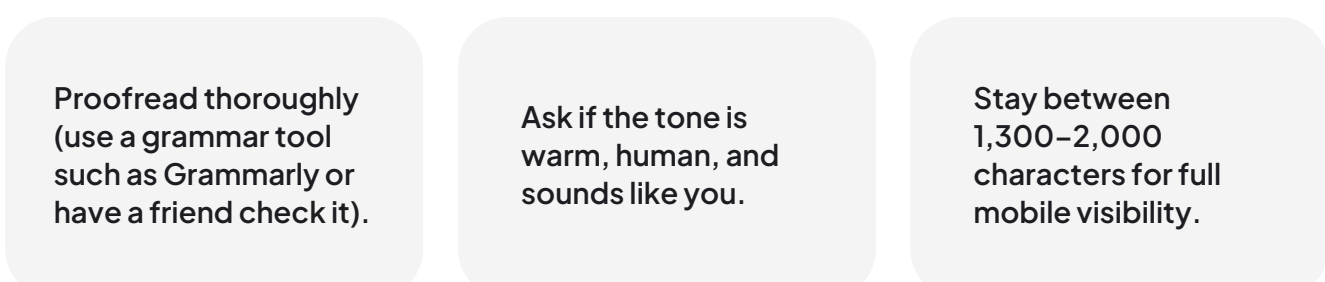
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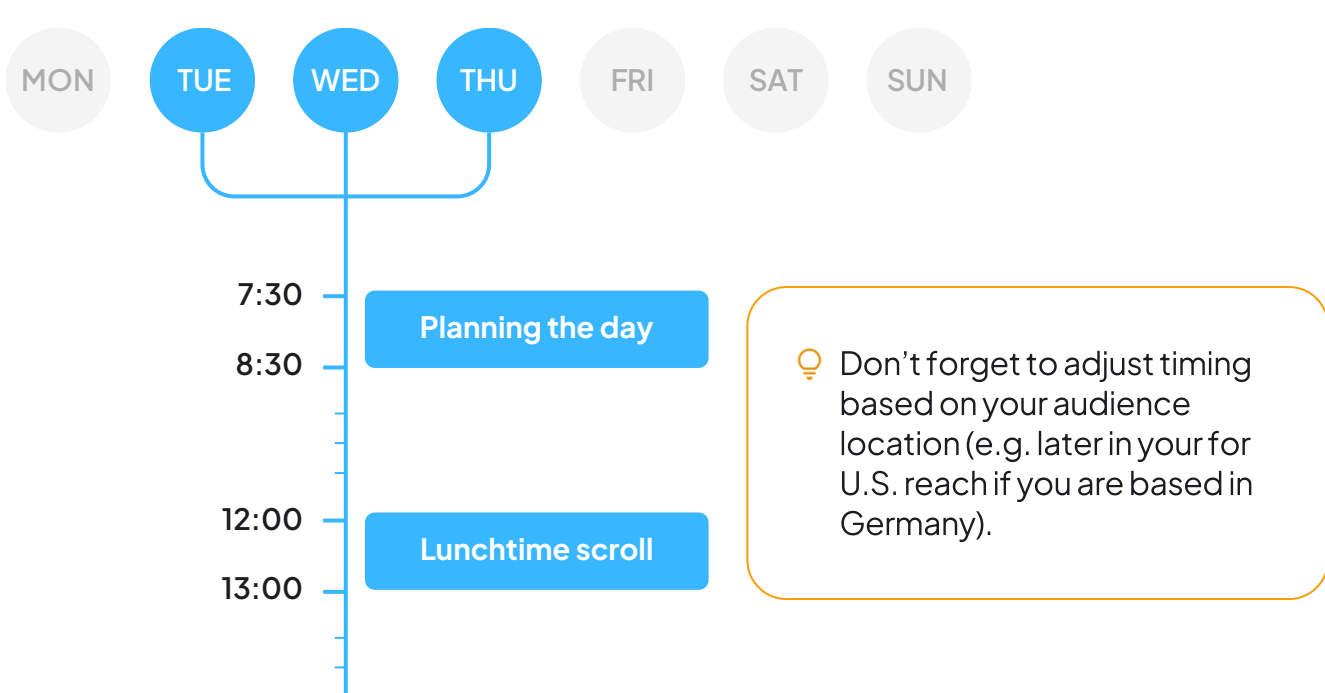
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1 Make your post easy to find

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Add it to your 'Featured' section or mention it in your current role description.

2 Engage immediately

Reply to every comment within the first few hours.

Like and respond to reshares and private messages.

Personally thank people who supported or boosted the post.

Follow up via DM with early supporters, investors, or leads — offer a call, early access, or ask for feedback.

3 Sustain momentum with follow-up content

Schedule 2–3 follow-up posts over the next 1–2 weeks:

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