Marketing Launch Checklist: CloudSync Ultra

Issue: #86

Date: January 14, 2026

Worker: Marketing Strategist (Research)

Product: CloudSync Ultra - macOS Cloud Storage Management App

Distribution Phase: Phase 1 - Direct Download from Website

Overview

This checklist provides a comprehensive, actionable timeline for CloudSync Ultra's Phase 1 launch. Tasks are organized into four phases: Pre-Launch (Weeks -8 to -1), Launch Day, Post-Launch (Week 1-2), and Sustained Growth (Months 1-3).

Critical Note: Product Hunt's algorithm changed significantly in January 2024. Only 10% of products now get Featured, and Featured status determines 70% of success. This checklist accounts for these changes with extended preparation time.

Phase 1: Pre-Launch

Week -8 to -4: Foundation Building

Product Hunt Community Building

- [ ] Create Product Hunt account (if not existing)
- [ ] Complete profile with professional photo and bio
- [ ] Engage with 5-10 products daily (thoughtful comments, not spam)
- [ ] Follow relevant makers in productivity/developer tools space
- [ ] Study 10+ successful launches in adjacent categories
- [ ] Document patterns: what worked, what didn't

Reddit Community Establishment

- [ ] Create/prepare Reddit account (aged accounts perform better)
- [ ] Set up F5Bot alerts for keywords:

- "cloud storage mac"
- "google drive finder"
- "dropbox sync"
- "CloudMounter"
- "ExpanDrive"
- "Mountain Duck"
- [ ] Begin 90/10 community engagement (90% helpful, 10% promotional max)
- [ ] Post 5-10 helpful comments daily (no product mentions)
- [ ] Target karma: 500+ before Week -2

Social Media Setup

- [ ] Create/update Twitter/X account for CloudSync Ultra
- [ ] Create/update Mastodon account (mastodon.social or hachyderm.io)
- [ ] Begin "build in public" content strategy
- [ ] Share development progress, mockups, challenges
- [ ] Engage with Mac developer community

Week -3 to -2: Network & Assets

Hunter Outreach

- [ ] Research 10+ potential Product Hunt Hunters with 500+ followers
- [ ] Draft personalized outreach emails (see template below)
- [ ] Send Hunter outreach emails
- [ ] Follow up with interested Hunters
- [ ] Confirm Hunter commitment 1 week before launch

Press Kit Assembly

- [ ] Write 1-page press release
- [ ] Create fact sheet (features, pricing, availability, system requirements)
- [ ] Capture 5-7 high-resolution screenshots (1440x900 or 2880x1800)
- [ ] Export app icon in multiple sizes (16, 32, 64, 128, 256, 512, 1024)
- [ ] Write founder bio (2-3 paragraphs)
- [ ] Record 2-3 minute video demo
- [ ] Generate 10+ promo codes for reviewers
- [ ] Host press kit online (Dropbox/Google Drive with shareable link)

Visual Assets

- [ ] Design Product Hunt hero banner (1200x630px)
- [ ] Create logo files (SVG, PNG with transparent background)
- [ ] Design 3-5 feature cards (800x600px)
- [ ] Record GIF/video demo (20-45 seconds)

- [ ] Create "Featured on Product Hunt" badge mockup

Website Preparation

- [ ] Ensure direct download is live and working
- [ ] Add email signup form for launch notifications
- [ ] Create dedicated /press or /presskit page
- [ ] Test download links on multiple browsers
- [ ] Verify analytics tracking (Google Analytics, Plausible, etc.)
- [ ] Set up conversion tracking for downloads
- [ ] Prepare space for "Featured on Product Hunt" badge

Week -1: Final Preparation

Product Hunt Setup

- [ ] Create Product Hunt teaser/coming soon page
- [ ] Write tagline (under 120 characters)
- Draft: "Manage all your cloud storage from one beautiful Mac app"
- [ ] Write description (250-500 words)
- [ ] Upload all visual assets
- [ ] Prepare first comment (story behind building the app)
- [ ] Create supporter notification list
- [ ] Schedule launch for Tuesday, Wednesday, or Thursday at 12:01 AM PT
- [ ] Confirm with Hunter (if using external Hunter)

Software Directory Submissions

- [ ] Submit to AlternativeTo (list as alternative to CloudMounter, ExpanDrive, Mountain Duck, Cyberduck, Transmit)
- [ ] Submit to MacUpdate
- [ ] Submit to Slant comparisons
- [ ] Create G2/Capterra vendor profile (draft, don't publish until launch)

Press Outreach

- [ ] Send 9to5Mac Indie Spotlight submission (michaelb@9to5mac.com)
- [ ] Send MacStories pitch via contact form
- [ ] Send The Sweet Setup inquiry
- [ ] Note embargo date if applicable (coordinate with launch day)
- [ ] Follow up with any press inquiries

Hacker News Preparation

- [ ] Draft Show HN title: "Show HN: CloudSync Ultra - Manage All Your Cloud Storage from Mac's Menu Bar"
- [ ] Write explanatory comment (who you are, why you built it, tech stack)

- [ ] Study bestofshowhn.com for recent successful posts
- [ ] Plan to post on Day 2 or 3 (not same day as Product Hunt)

Reddit Preparation

- [ ] Verify karma is 500+ (ideally 1,000+)
- [ ] Draft r/macapps post: "[Show off Saturday] I built a cloud storage manager - looking for feedback"
- [ ] Draft r/cloudstorage post: "After trying 6 different solutions, I built my own cloud storage manager"
- [ ] Review subreddit rules one more time
- [ ] Plan post timing (Show off Saturday for r/macapps)

Email & Notifications

- [ ] Draft launch announcement email
- [ ] Prepare email list of beta testers
- [ ] Draft social media announcement posts (Twitter/X, Mastodon, LinkedIn)
- [ ] Prepare direct messages to supportive community members

Phase 2: Launch Day

Launch Day Checklist (Minute by Minute)

12:00 AM PT - Go Live

- [ ] Submit Product Hunt launch (or confirm Hunter submitted)
- [ ] Post first comment immediately
- [ ] Verify all links work

12:05 AM PT - Social Announcement

- [ ] Tweet from personal account with #ProductHunt
- [ ] Tweet from company account with #ProductHunt
- [ ] Post on Mastodon

12:30 AM - 1:00 AM PT - Initial Engagement

- [ ] Respond to first comments (goal: within 9 minutes)
- [ ] Thank early supporters
- [ ] Monitor for any issues

6:00 AM PT - Morning Push

- [ ] Send launch email to beta testers
- [ ] Send launch email to early supporters list
- [ ] Do NOT ask directly for upvotes (violates PH guidelines)

9:00 AM PT - Business Hours

- [ ] Post LinkedIn announcement
- [ ] Continue responding to PH comments
- [ ] Monitor Twitter/X for mentions
- [ ] Check subreddit activity

12:00 PM PT - Midday Check

- [ ] Review Product Hunt ranking
- [ ] Continue community engagement
- [ ] Reach out to advisors/investors for engagement (not vote requests)

Throughout Day

- [ ] Respond to EVERY Product Hunt comment
- [ ] Target response time: under 9 minutes
- [ ] Monitor and respond to social media mentions
- [ ] Track website traffic and downloads
- [ ] Document feedback and feature requests

End of Day

- [ ] Screenshot final Product Hunt ranking
- [ ] Note total upvotes
- [ ] Save all feedback for later analysis
- [ ] Thank community supporters publicly

Phase 3: Post-Launch (Week 1-2)

Day 2-3: Hacker News Launch

- [ ] Submit Show HN post (Tuesday or Wednesday morning PST preferred)
- [ ] Post explanatory comment immediately after submission
- [ ] Be available for 6+ hours to respond to comments
- [ ] Track referral traffic from HN
- [ ] Document feedback and criticism
- [ ] Follow up with engaged commenters

Day 2-7: Reddit Launch

- [ ] Post to r/macapps (Show off Saturday if timing works)
- [ ] Post to r/cloudstorage with authentic story angle

- [ ] Respond to all comments promptly
- [ ] Accept criticism gracefully
- [ ] Track referral traffic from Reddit
- [ ] Never ask for upvotes or use vote manipulation

Week 1: Press & Reviews

- [ ] Follow up with 9to5Mac submission (if no response)
- [ ] Follow up with MacStories pitch (if no response)
- [ ] Monitor for organic press mentions
- [ ] Respond to any interview requests
- [ ] Send thank you notes to any reviewers

Week 1-2: Community Engagement

- [ ] Add "Featured on Product Hunt" badge to website (if applicable)
- [ ] Publish blog post about launch experience
- [ ] Share launch results on social media
- [ ] Thank supporters individually
- [ ] Follow up with engaged Product Hunt commenters
- [ ] Address feedback publicly where possible
- [ ] Collect testimonials from early users

Week 1-2: Analytics Review

- [ ] Review Product Hunt analytics
- [ ] Total upvotes
- [ ] Comments
- [ ] Referral traffic
- [ ] Review website analytics
- [ ] Total visitors
- [ ] Traffic sources
- [ ] Download conversions
- [ ] Review Hacker News performance
- [ ] Points achieved
- [ ] Comment count
- [ ] Referral traffic
- [ ] Review Reddit performance
- [ ] Upvotes
- [ ] Comment engagement
- [ ] Referral traffic
- [ ] Calculate preliminary conversion rates

Phase 4: Sustained Growth (Months 1-3)

Month 1: Content Foundation

SEO Content

- [ ] Publish comparison article: "CloudSync Ultra vs CloudMounter"
- [ ] Publish comparison article: "CloudSync Ultra vs ExpanDrive"
- [ ] Publish tutorial: "How to manage multiple cloud storage services on Mac"
- [ ] Optimize all content for target keywords:
- "best cloud storage manager mac"
- "mount google drive as disk mac"
- "CloudMounter alternative"
- "manage multiple cloud storage mac"

Directory Maintenance

- [ ] Update AlternativeTo listing with user feedback
- [ ] Respond to any MacUpdate reviews
- [ ] Publish G2/Capterra profile
- [ ] Monitor and respond to directory reviews

Community Maintenance

- [ ] Continue 90/10 Reddit engagement
- [ ] Share user success stories on social media
- [ ] Respond to mentions across platforms
- [ ] Build relationship with early adopters

Month 2: Expansion

Video Content (Optional)

- [ ] Create tutorial video: "Getting Started with CloudSync Ultra"
- [ ] Create demo video for YouTube
- [ ] Consider YouTube reviewer outreach

Additional Outreach

- [ ] Research relevant podcasts for sponsorship/interview
- [ ] Research relevant newsletters for mention
- [ ] Consider Indie Hackers case study post

Distribution Expansion

- [ ] Evaluate Setapp submission (requires 3-month track record)
- [ ] Evaluate Mac App Store submission (Phase 2)

Month 3: Optimization

Analytics Review

- [ ] Review 3-month traffic trends
- [ ] Analyze channel performance (which drove most conversions?)
- [ ] Calculate customer acquisition cost by channel
- [ ] Identify top referral sources

Strategy Refinement

- [ ] Double down on highest-performing channels
- [ ] Cut or reduce investment in underperforming channels
- [ ] Plan paid advertising test (if organic traction proven)
- [ ] Set Phase 2 goals

Email Templates

Press Release Template

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FOR IMMEDIATE RELEASE CloudSync Ultra: Native macOS App Unifies All Your Cloud Storage [City, Date]
- CloudSync Ultra, a new macOS application, launches today to solve the growing challenge of
managing multiple cloud storage services. The app provides a unified interface for Google Drive,
Dropbox, OneDrive, iCloud, Amazon S3, and 42+ additional cloud providers. KEY FEATURES: - Native
SwiftUI interface designed for macOS - Support for 42+ cloud storage providers - Per-remote
encryption for sensitive files - Scheduled automatic synchronization - Menu bar quick access
"Power users often have files spread across multiple cloud services," said [Founder Name], creator
of CloudSync Ultra. "I built this app to solve my own frustration with juggling different apps and
interfaces." AVAILABILITY: CloudSync Ultra is available now as a direct download from [website].
[Pricing information]. PRESS KIT: [Link to press kit] CONTACT: [Name] [Email] [Website] ###
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9to5Mac Indie Spotlight Submission

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Subject: Indie App Spotlight Submission: CloudSync Ultra Hi Michael, I'm [Name], an indie
developer, and I've just launched CloudSync Ultra - a native macOS app that lets you manage all
your cloud storage services from one elegant menu bar interface. Key differentiators: - Mount
Google Drive, Dropbox, OneDrive, iCloud, S3, and 42+ cloud services - Per-remote encryption for
sensitive files - Built with Swift, 100% native macOS experience I'd love for you to consider
featuring CloudSync Ultra in your Indie App Spotlight series. Press kit: [URL] Promo code: [CODE]
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Website: [URL] Thank you for supporting indie developers! Best, [Name]

Hunter Outreach Email

Subject: Would you hunt CloudSync Ultra on Product Hunt? Hi [Name], I'm a longtime admirer of your Product Hunt launches - [specific launch] was particularly impressive. I'm launching CloudSync Ultra next [day], a macOS app that solves the problem of managing multiple cloud storage services. I think it would resonate with your followers who appreciate well-designed productivity tools. Would you be interested in hunting it? I have all assets ready and can send you early access. CloudSync Ultra: Manage all your cloud storage from one native Mac app. 42+ services, per-remote encryption, scheduled sync. Thanks for considering! [Name]

Beta Tester Launch Announcement

Subject: CloudSync Ultra is LIVE on Product Hunt! Hi [Name], The day is finally here - CloudSync Ultra just launched on Product Hunt! You were one of our amazing beta testers, and your feedback helped shape this app. I wanted you to be among the first to know. Check out our launch here: [Product Hunt URL] If you've been enjoying CloudSync Ultra, I'd love for you to share your experience on Product Hunt. Your honest feedback would mean the world to us. Thank you for being part of this journey! Best, [Name]

MacStories Pitch

Subject: CloudSync Ultra - Native macOS Cloud Storage Manager Hi, I'm reaching out about CloudSync Ultra, a new macOS app for managing multiple cloud storage services that I think would interest MacStories readers. What makes it different: - Native SwiftUI app (no Electron) - 42+ cloud services in one interface - Per-remote encryption with zero-knowledge option - Scheduled automatic sync - Menu bar quick access I've been inspired by apps like Transmit and CloudMounter but wanted to create something more focused on multi-cloud workflows with better encryption options. I'd be happy to provide a promo code for review. Best, [Name]

Reddit Post Templates

r/macapps Post

Title: [Show off Saturday] I built CloudSync Ultra - a cloud storage manager for Mac Hey r/macapps! I'm the developer of CloudSync Ultra, a new macOS app I've been working on for the past [X months]. **The problem I was solving:** I use Google Drive for work, Dropbox for personal stuff, and S3 for backups. Managing them all was a mess. **What it does:** - Connects to 42+ cloud services (Google Drive, Dropbox, OneDrive, S3, etc.) - Dual-pane file browser for easy transfers - Per-remote encryption (your keys, not mine) - Scheduled sync **Tech stack:** Swift/SwiftUI, uses rclone under the hood I'd love any feedback - brutal honesty welcome! What features would make this more useful

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for you? [Link to website] (I'm the developer - happy to answer any questions!)
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r/cloudstorage Post

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Title: After trying 6 different cloud storage management solutions, I built my own I've been using
multiple cloud services for years (Google Drive for work, Dropbox personal, S3 for backups) and
could never find a good way to manage them all on Mac. Tried CloudMounter, ExpanDrive, even
Cyberduck - all good apps, but each had something that didn't quite fit my workflow. So I built
CloudSync Ultra. It's a native Mac app that: - Connects to 42+ cloud services - Does drag-and-drop
transfers between any services - Offers per-remote encryption (important for my work files) - Runs
scheduled syncs in the background Not trying to sell anything - genuinely curious what features
matter most to people here. What pain points do you have with managing multiple cloud services?
Full disclosure: I'm the developer.
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Quick Reference: Key Contacts & Links

Press Contacts

Publication	Contact	Notes
9to5Mac Indie Spotlight	michaelb@9to5mac.com	Weekly series
MacStories	Contact form on website	Quality-focused
The Sweet Setup	Contact form on website	"Best app for X" reviews

Key URLs to Submit

Platform	URL	Priority
Product Hunt	producthunt.com/posts/new	Critical
AlternativeTo	alternativeto.net/software/submit	High
MacUpdate	macupdate.com/developers	High
Slant	slant.co	Medium
G2	sell.g2.com	Medium
Capterra	capterra.com/vendors	Medium

Launch Day Schedule (All Times PT)

Time	Action
12:01 AM	Launch on Product Hunt
12:05 AM	Social media announcements
1:00 AM	First round of comment responses
6:00 AM	Email beta testers
9:00 AM	LinkedIn post
All Day	Monitor and respond to comments

Success Checklist

Launch Week Goals

- [ ] Product Hunt: Featured status achieved
- [ ] Product Hunt: 200+ upvotes
- [ ] Hacker News: 50+ points
- [ ] Website: 2,000+ visitors
- [ ] Downloads: 500+ trials
- [ ] Email signups: 200+

Month 1 Goals

- [ ] 2-3 tech publication reviews
- [ ] 5+ organic r/macapps mentions
- [ ] 100+ AlternativeTo referrals
- [ ] 300+ monthly active trials
- [ ] 10%+ trial-to-purchase conversion

Checklist Prepared By: Marketing Strategist (Research)

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Status: Complete

Related Document: MARKETING_CHANNELS_REPORT.md