

The 7-Day Social Media Launch Plan

How to ship a credible launch in one week:

Day 1 — Positioning: Define audience, offer, proof.

Day 2 — Assets: Hero image, logo, value bullets.

Day 3 — Website: Publish the landing page.

Day 4 — Social Seed: 3 posts + 1 short video.

Day 5 — Proof: Collect 2 testimonials or pilot quotes.

Day 6 — Offer: Limited-time bonus or price anchor.

Day 7 — Launch: Pin post + email blast + reply to comments.

Templates and Tips:

- Hook → Pain → Benefit → CTA
- Add 3 relevant hashtags
- Reply fast; save FAQs as canned responses