

LAUNCHING A NEW PRODUCT OR SERVICE?

YOU NEED A GOOD
PRE-LAUNCH
STRATEGY
TO BUILD HYPE
AROUND IT.

HERE ARE A FEW
TECHNIQUES
YOU CAN
USE FOR YOUR
BUSINESS



PAID

ADVERTISEMENT



**DON'T SHY AWAY FROM
INVESTING A FEW BUCKS TO
GIVE EXPOSURE TO YOUR
UPCOMING PRODUCT.**

**WITH THE RIGHT TARGET AUDIENCE
AND BUDGET,**

PAID ADVERTISEMENTS

**CAN BRING IN A WHOLE LOT OF
EXPOSURE.**

LAUNCH A

FREEBIE

**SHOW A GLIMPSE OF YOUR
PRODUCT/SERVICES TO
YOUR AUDIENCE SO AS TO
GAIN TESTIMONIALS.**

**USE THOSE TESTIMONIALS IN
TURN TO PROMOTE YOUR
PRODUCT**

**TALK ABOUT IT ON
STORIES, POSTS AND
LIVES**



**THE MORE YOU TALK ABOUT IT IN
YOUR POSTS, LIVES AND STORIES,
THE MORE PEOPLE KNOW.**



BONUS POINT:

**HAVE A COLLABORATOR OR GUEST
ON YOUR PAGE TO DOUBLE YOUR
REACH.**