



Product Hunt

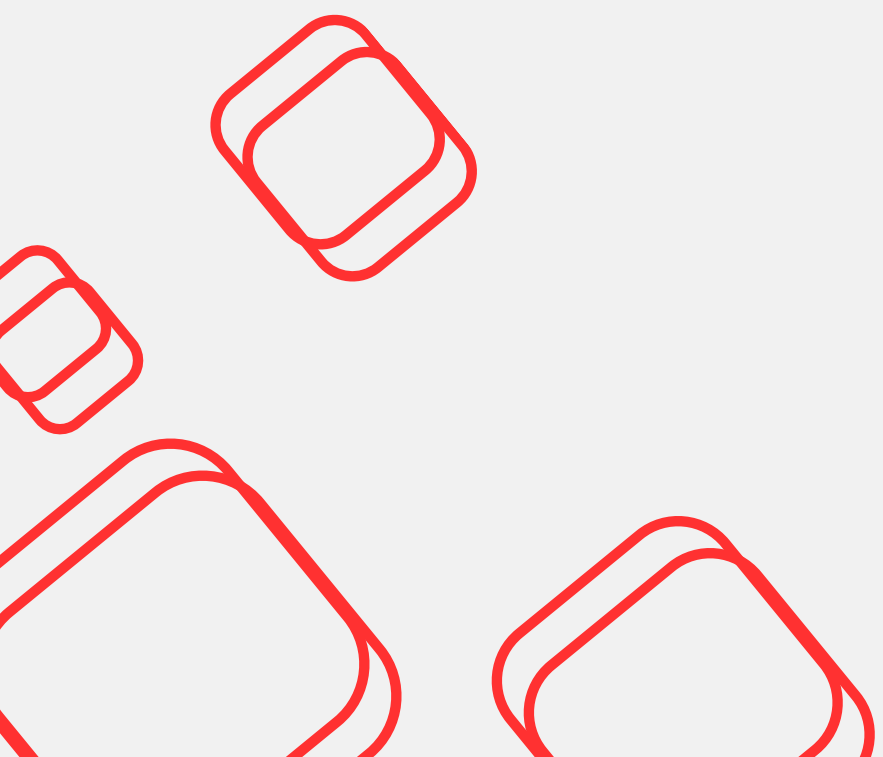
PRODUCT HUNT





What Is Product Hunt

Product Hunt is an online community platform where makers share and discover new tech products. Users submit products, which are listed by day, and the most upvoted ones rise to the top. It's a popular way for startups and developers to launch and market new products.



PRODUCTHUNT JOURNEY

2013

Product Hunt was founded in November 2013 by Ryan Hoover as a simple email list where he and his friends could share and discover new tech products. It started with just a few dozen subscribers but quickly grew to a few hundred in the first two weeks.



2014

In 2014, Product Hunt joined Y Combinator about six months after launching, even though they already had a growing user base and name recognition



2015

In 2015, Product Hunt won the "Best New Startup" award at the Crunchie Awards, recognizing it as the top new startup of 2014



2016

Product Hunt launched "Ship" in 2017 to help makers, released "Sip" in 2018 which was shut down in 2019, and introduced "Launch Day" in 2019 for real-time launch monitoring.



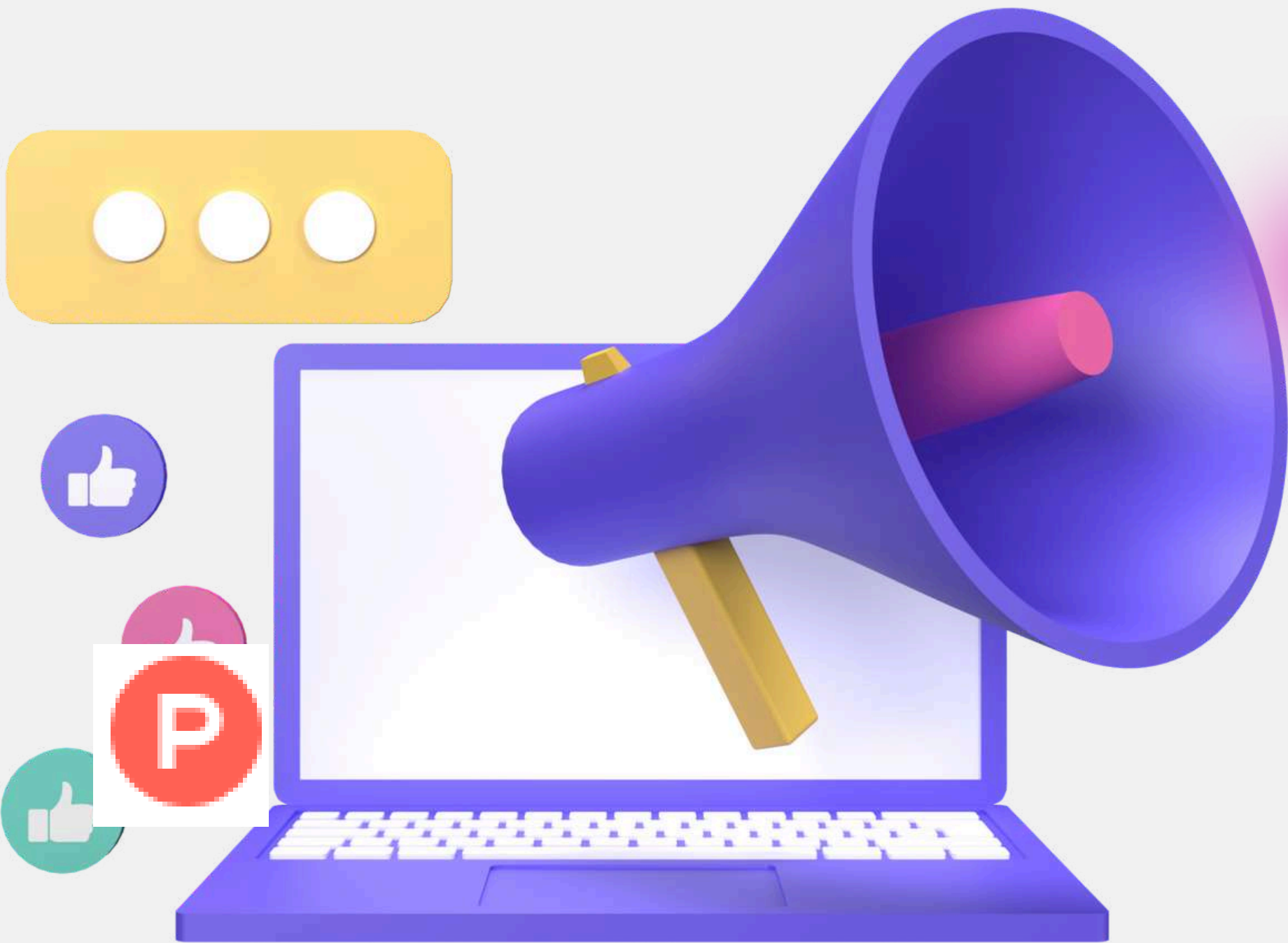
2023

As of 2023, Product Hunt has become one of the hottest sites in tech for discovering and launching new products.



BENEFITS OF PRODUCTHUNT





SECTION 1 - PRE LAUNCH ACTIONS

Community Engagement

What is Community Engagement

Community engagement on Product Hunt involves actively participating in the discussions and interactions within the platform to build a strong and loyal community around your product.

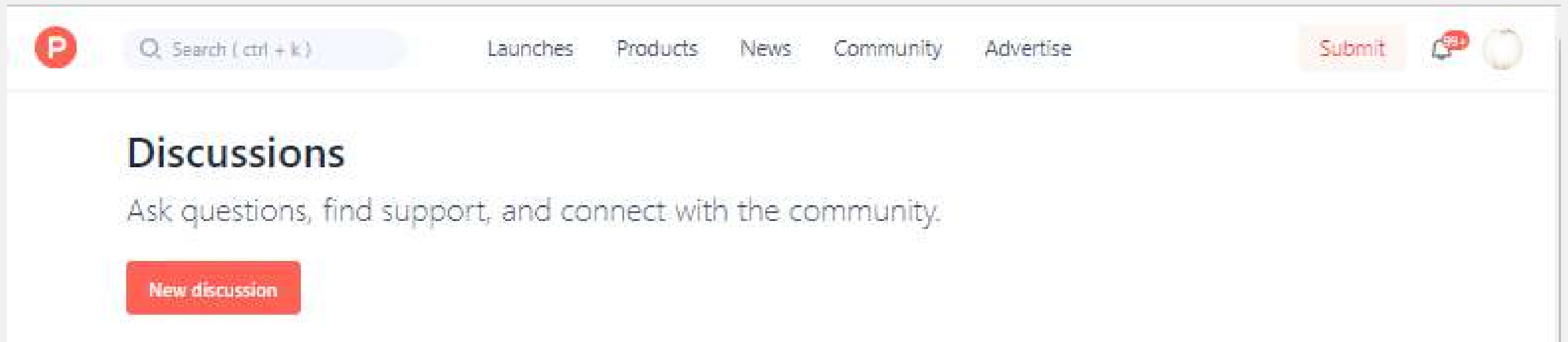
Community Engagement

Why Community Engagement Matters

- **Early Traction:** Early adopters are essential for product validation and customer development.
- **Validation:** Community feedback helps refine products and improve user experience.
- **Network Effects:** Engaging with the community can lead to increased visibility and new connections.

Community Engagement

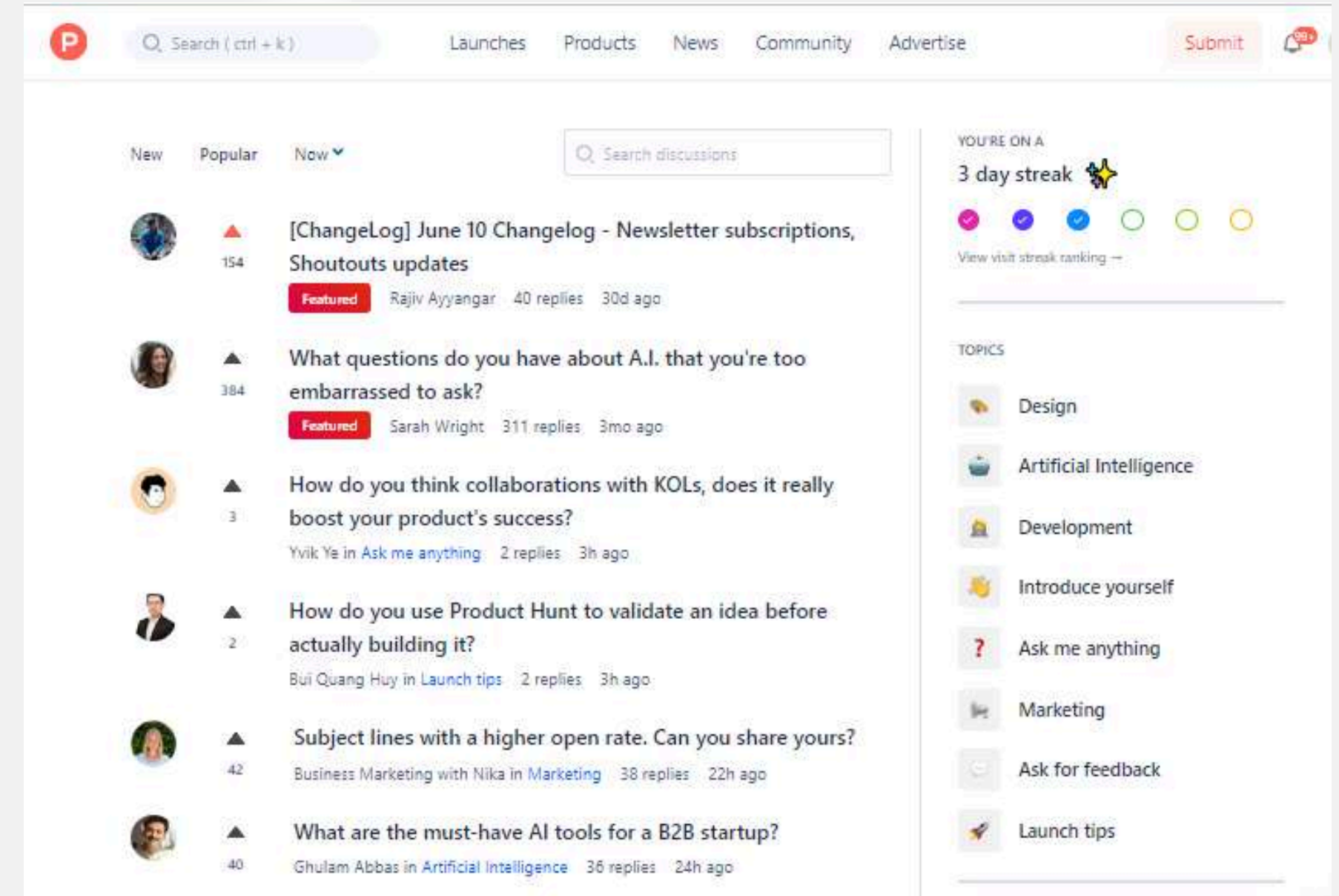
Product Hunt Discussions



Key Strategies for Community Engagement

Upvote and Comment on Products

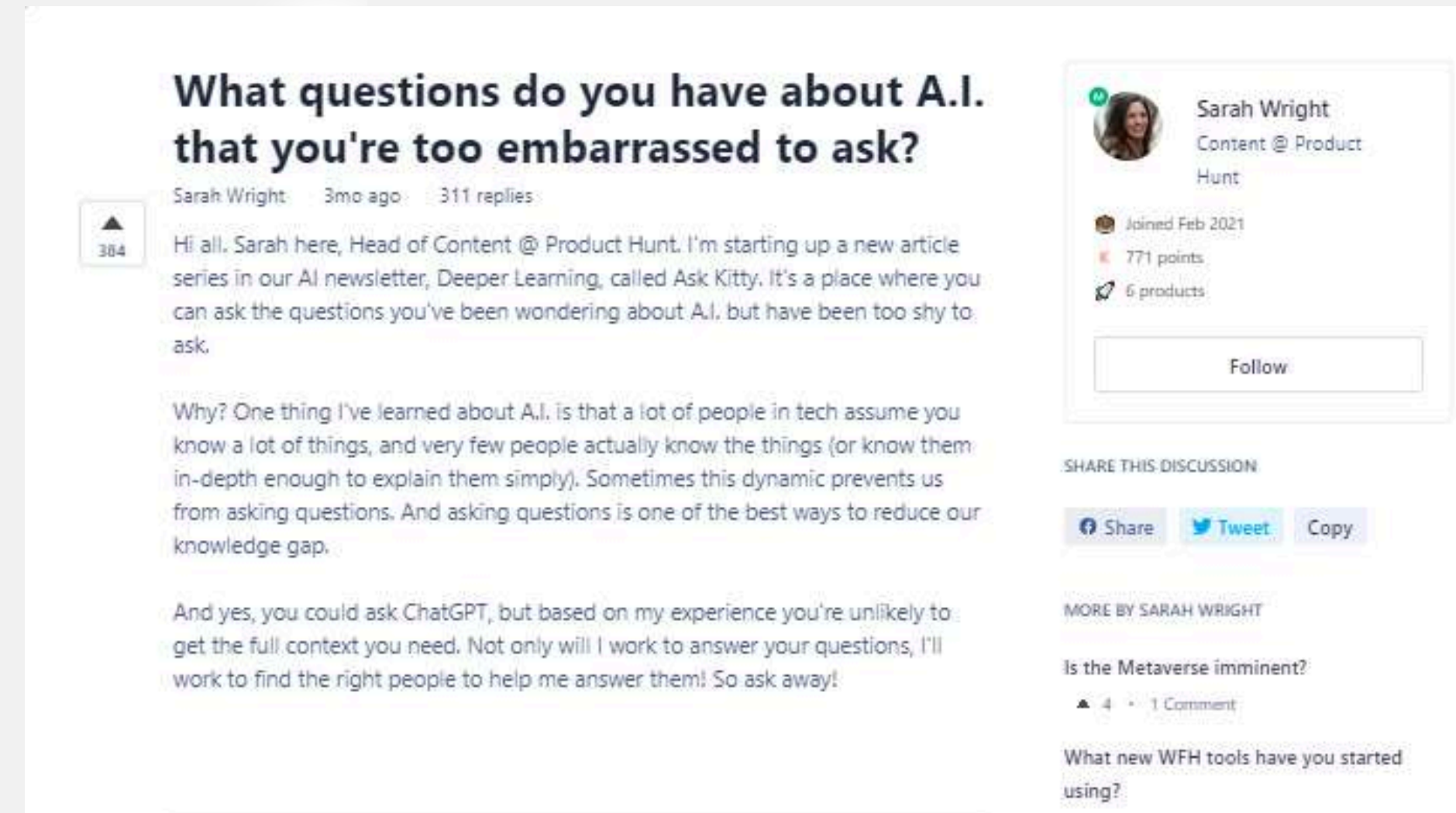
- Browse through products and upvote those you find interesting or valuable.
- Leave thoughtful comments on products you have insights or feedback on. This shows you are an active and supportive member of the community.



Key Strategies for Community Engagement

Participate in Discussions

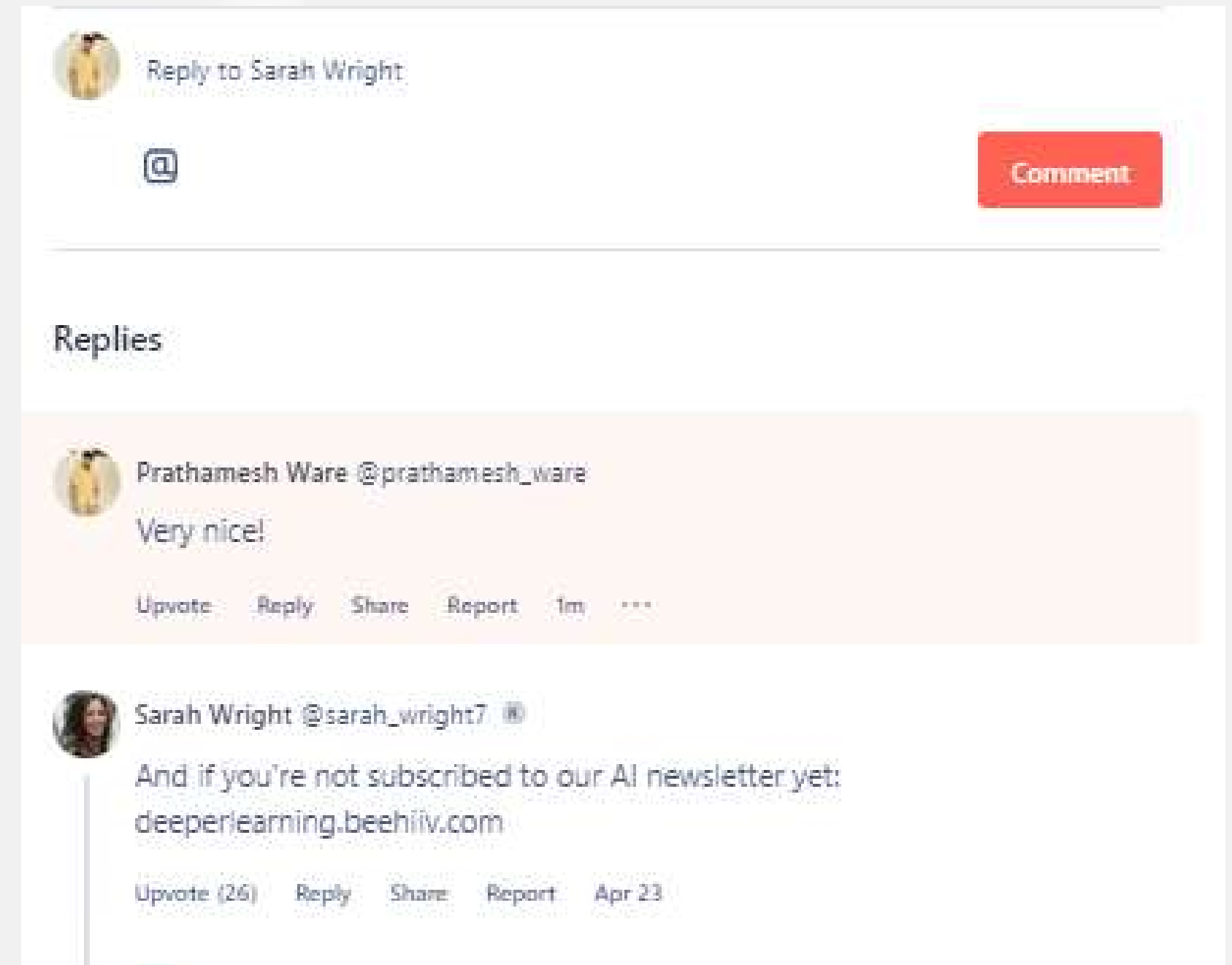
- Engage in discussions about various topics related to products, startups, and technology.
- Share your knowledge, insights, and opinions respectfully and authentically



Key Strategies for Community Engagement

Provide Constructive Feedback

- When you come across products that resonate with you or have potential, provide constructive feedback to the makers.
- This shows your engagement and willingness to support other creators, which can lead to reciprocal engagement



Key Strategies for Community Engagement

Follow and Engage with Influential Members

- Identify influential members on Product Hunt, such as makers and hunters and follow their profiles.
- Engage with their posts, upvote their products, and participate in discussions they initiate.
- Building relationships with influential members can expand your network and increase your visibility within the community



Hoshang Mehta @hoshang_m

Maker



@kjocephabraham Thanks for this question!

Airbook was born out of a problem we faced while working with data in multiple startups.

Decision-making with data is a collaborative process, but the tools we've traditionally used were not built for it.

We needed a tool that was powerful yet simple and collaborative enough for everyone to use.

So, we created Airbook to make data accessible and easy for all teams.

Upvote (1) Reply Share Report Jul 9



Shadman Nazim @shadmannazim



@hoshang_m Congratulations on the launch of **Airbook 2.0**! Looks amazing! The ability to connect over 150 data sources and make analytics simple and collaborative is a big leap forward. Great work and best of luck!

Upvote (3) Reply Share Report Jul 9

Product Submission Process

1



Main Info

2



**Images
& Media**

3



Makers

4



Shoutouts

5



Extras

6



**Launch
checklist**

Submit Product

P

Q Search (ctrl + k)

LaunchesProductsNewsCommunityAdvertise

Submit

Top Products Launching Today

Featured


All

mp

MindPal — Build any internal AI tool in 5 minutes [↗](#)

Q 92 • By MindPal • Productivity • Artificial Intelligence


▲497



Validator — Research and validate your micro saas ideas fast as Cheetah [↗](#)

Q 40 • Solo maker • Bootstrapped • Api


▲263



Onyxium AI — Find all the best AI models in one single platform [↗](#)

Q 38 • Solo maker • Bootstrapped • SaaS


▲188



Find Song Name & Artist in 1 Click — Instant audio recognition [↗](#)

Q 28 • Solo maker • Bootstrapped • Web App


▲157



OHMNI — Anti-surveillance fashion from M.I.A [↗](#)

Q 21 • Fashion • Clothing


▲135



DeltaHub — Setup and Manage your US LLC on a Single Plan

Q 6 • Promoted • SaaS • Legal

▲184




Content Studio AI — Simplify content creation with AI powered tools [↗](#)


Q 22 • Bootstrapped • Productivity • Artificial Intelligence

▲123


RECENT SHOUTOUTS —




Onyxium AI - Find all the best AI models in one single platform

Shouted out  Tailwind CSS


Behind the slick UI of Onyxium AI Tailwind CSS is the one who helped us...




Narrify AI - AI powered sports commentary for your videos

Shouted out  ChatGPT by OpenAI

Incorporating ChatGPT has revolutionized our user interaction by...




MindPal - Build any internal AI tool in 5 minutes


Shouted out  Vercel

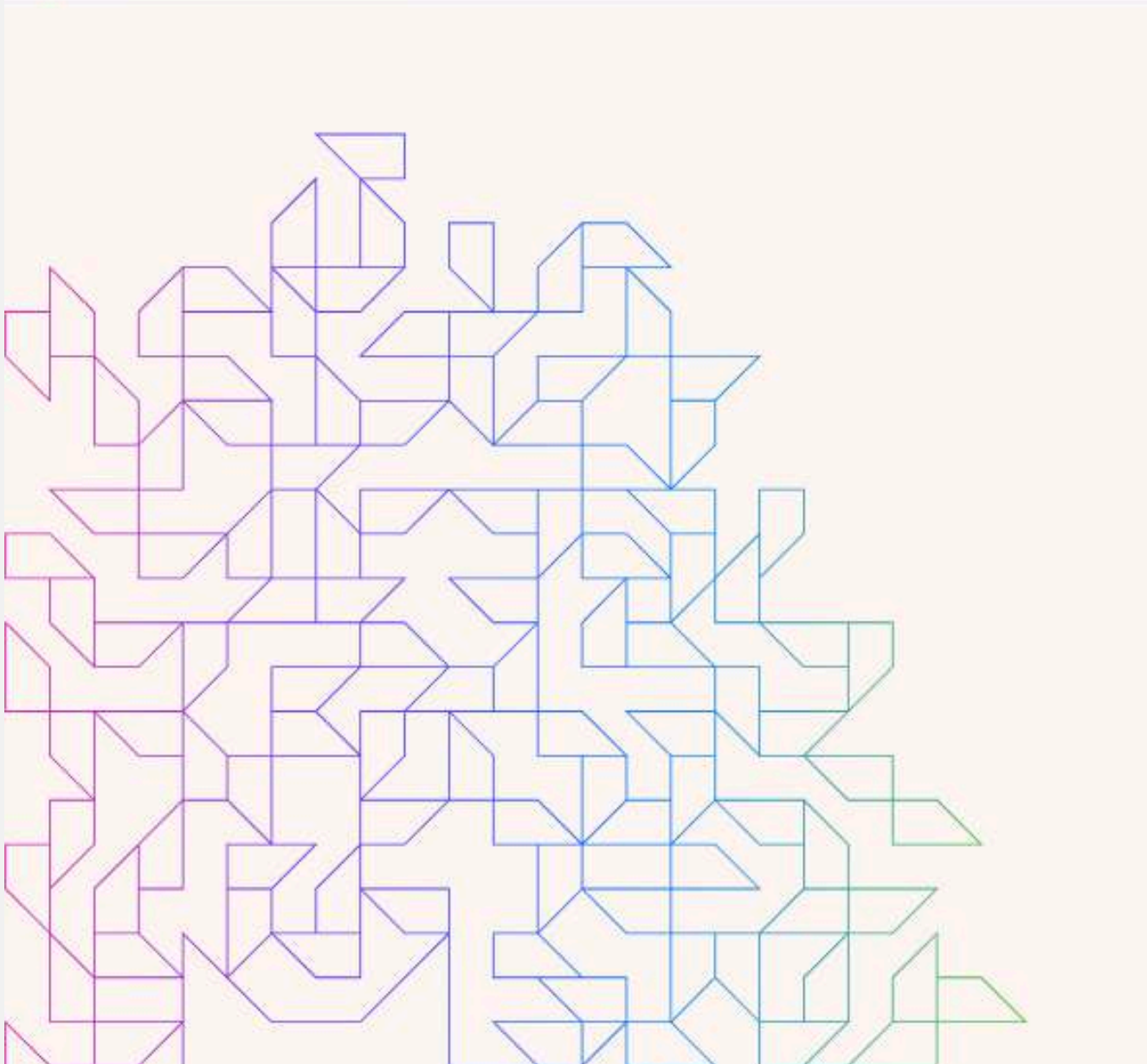
We've been leveraging Vercel AI SDK to build MindPal AI agent platform.

Submit URL



[Launches](#) [Products](#) [News](#) [Community](#) [Advertise](#)

[Submit](#) 




Submit a product

Found a cool product you want everyone to know about? Or maybe you made one yourself and want the world to know about it? You're in the right place. So relax and follow the steps.

Link to the product

Get started

Your existing drafts: [TabSlap - Boost Your Productivity](#)



Questions about launching?

Our [Launch Guide](#) has all the information and official suggestions for a successful launch on Product Hunt. You can also watch videos recorded by our team.

Visit Guide

Product Information

Tell us more about this product

We'll need its name, tagline, links, topics, and description.

Name of the product

33/40

TabSlap - Boost Your Productivity

Product Tagline

Tagline

49/60

Your Ultimate Chrome Tab Productivity Extension

Social Media link

Links

Links to the product

<https://www.tabslap.me/>

+ Add more links "App Store, Google Play, Steam, Amazon..."

☐ Is this an open source project?

Twitter account of the product

[twitter.com/](https://twitter.com/tabslap_social)

https://x.com/tabslap_social

Product Description

Description

Description of the product

297/260

TabSlap is a powerful Chrome tab productivity extension designed to help users stay focused on their tasks by monitoring their open tabs and providing timely reminders. With its intuitive design and robust functionality, TabSlap is your go-to tool for enhancing productivity and maintaining focus.

Product Topics

Topics

Select up to three topics

 Select a topic



Productivity



Chrome Extensions



Browser Extensions



Product Categories

Categories (up to 3)

Your product's category should define what the product is, does or what specific problem it solves, rather than feature-related or technology tags.

Category

Work & Productivity



Sub-category

App switcher



Add

Work & Productivity



App switcher



Makers Comment

Write the first comment

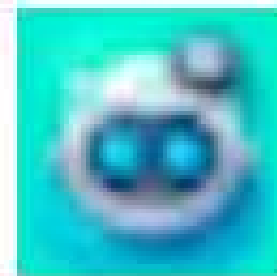
This comment will be posted when your product launches. Adding a first comment is essential to get the discussion started.

Explain how you discovered this product... invite people to join the conversation, ask questions to the Makers.

Product Thumbnail

Thumbnail

Let's make your product look nice



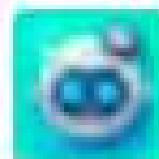
Select an image

or [Paste a URL](#)

Recommended size: 240x240 | JPG, PNG, GIF. Max size: 2MB



Preview of your product on the homepage. Animated images will only play on hover.



TabSlap - Boost Your Productivity — Your Ultimate Chrome Tab
Productivity Extension ✨

🗉 19

Productivity

Chrome Extensions

Browser Extensions



1,024

Product Display Images

Gallery

The first image will be used as the social preview when your link is shared online.
We recommend at least 3 or more images.



[Browse for files](#) or [Paste a URL](#)

Upload at least one image

1270x760px or higher recommended

The first image will be used as preview

Product Video

Video / Loom

Upload an optional video from YouTube or Loom to show people how to use your product or share your maker story. Video helps you connect with viewers.

Link to the video / loom

Optional

video of the product

Product Demo

Interactive demo

Add an interactive demo (optional) to showcase your product's functionality and tell the story of your launch better. Build your demo with [ScreenSpace](#) or [Arcade](#) - both are free for Product Hunt launches. Learn more about interactive demos on Product Hunt [Launch Guide](#).

Link to the demo

Optional

Demo of the product

Maker

Did you work on this product?

It's fine either way. Just need to know.

- ☐ I worked on this product
I'll be listed as both Hunter and Maker of this product
- ☐ I didn't work on this product
I'll be listed as Hunter of this product

Additional Makers

Who worked on this product?

You're free to add anyone who worked on this product.

Makers

🔍 Add by Product Hunt username or email

Shoutouts

Add products that helped make yours awesome

Great products are in great company — show why your product is fast, easy, beautiful, or better thanks to the products that you used. Your launch will be listed on the product hubs of companies you shout out. Also, launches with shoutouts are more likely to be featured on the homepage and in our newsletter. Need inspiration? [Here are a few examples.](#)

👉 Launches typically add 3 shoutouts, but feel free to add more

⊕ Add Shoutouts

Product Pricing

Pricing

Optional, but the community really appreciates knowing.

☐ Free

This product is free to use

☐ Paid

This product requires payment and there is no free option

☐ Paid (with a free trial or plan)

This product requires payment but also offers a free trial or version

Product Promo Code

Promo code

If you'd like to offer a promo code for the Product Hunt community, you can add it here. All fields must be completed to have a valid promo offer.

What is the offer?

3 months free

Promo code

PH10OFF

Expiration Date

None



Funding Info

Funding information

- ☐ Bootstrapped
- ☐ I plan to seek VC funding in the near future.
- ☐ I have raised venture-backed funding for this product.

Launch checklist

Required

100% Complete



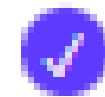
Check that you've completed all of the required information.



Product name



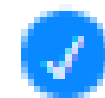
Thumbnail



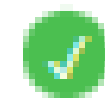
Product tagline



Add images to the gallery



Description



Topics

Recommended checklist

Strongly Recommended

Go the extra mile and add suggested information. Successful launches usually do.

- ✓ Shoutouts
- ✓ Video / Loom
- ✓ Additional Makers
- ✓ Categories
- ✓ Write the first comment

Schedule or Launch Product

Schedule launch for later

Launch now

You can continue to edit your post even after it's been created!

Schedule Product Launch

Schedule your launch

You can schedule your launch up to 30 days in advance. By default, your product will be visible starting at midnight (PT) for the entire day. Don't worry, you're not locked in – you can change the date and time whenever you like.

Schedule your launch

Mon Jul 8	Tue Jul 9	Wed Jul 10	Thu Jul 11	Fri Jul 12	Sat Jul 13	Sun Jul 14
Mon Jul 15	Tue Jul 16	Wed Jul 17	Thu Jul 18	Fri Jul 19	Sat Jul 20	Sun Jul 21
Mon Jul 22	Tue Jul 23	Wed Jul 24	Thu Jul 25	Fri Jul 26	Sat Jul 27	Sun Jul 28
Mon Jul 29	Tue Jul 30	Wed Jul 31	Thu Aug 1	Fri Aug 2	Sat Aug 3	Sun Aug 4
Mon Aug 5	Tue Aug 6	Wed Aug 7				

Hour

Minute

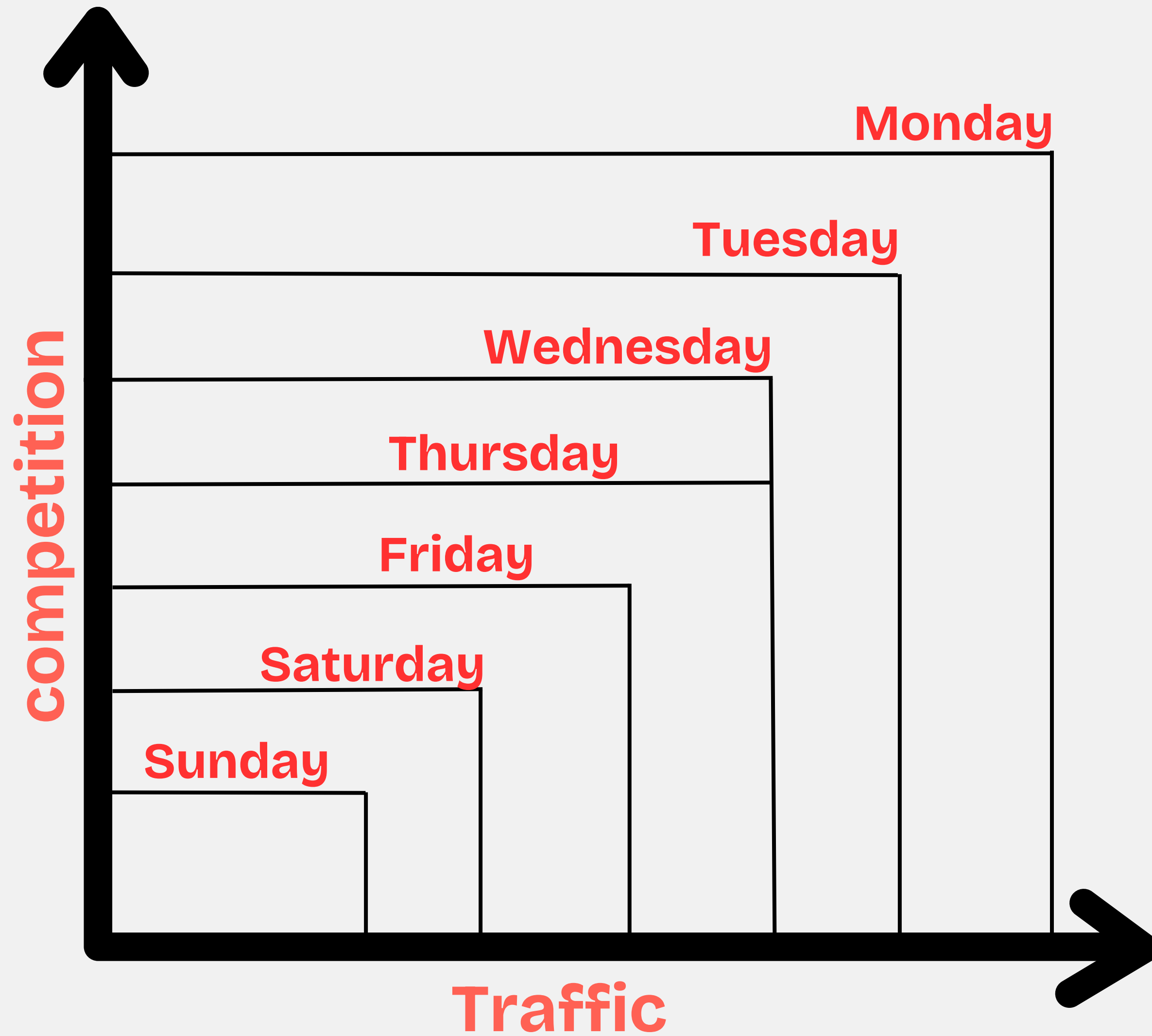
12am (00h)	01	Pacific Time
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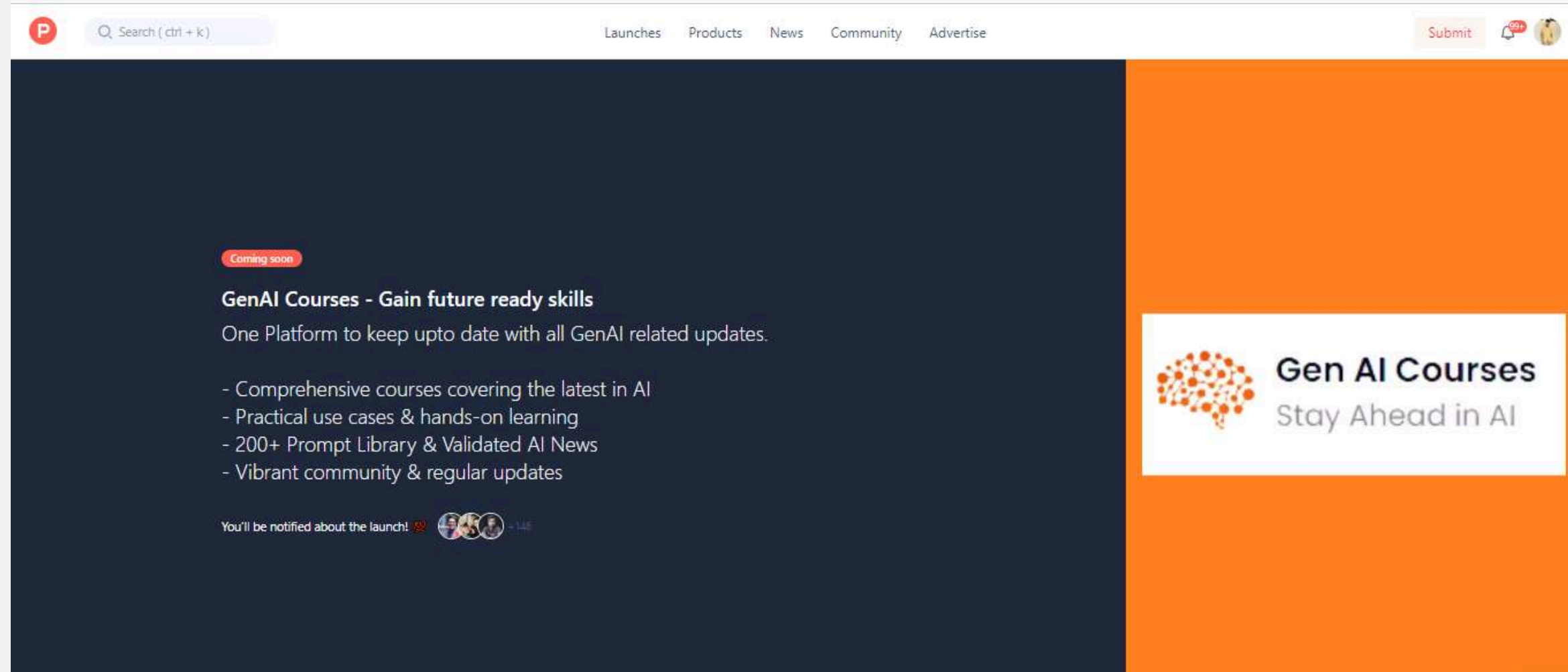
Please select a date to schedule your launch. We recommend launching at 12:01am PT to be visible for 24 hours.

Select a date

Cancel



Product Upcoming Page

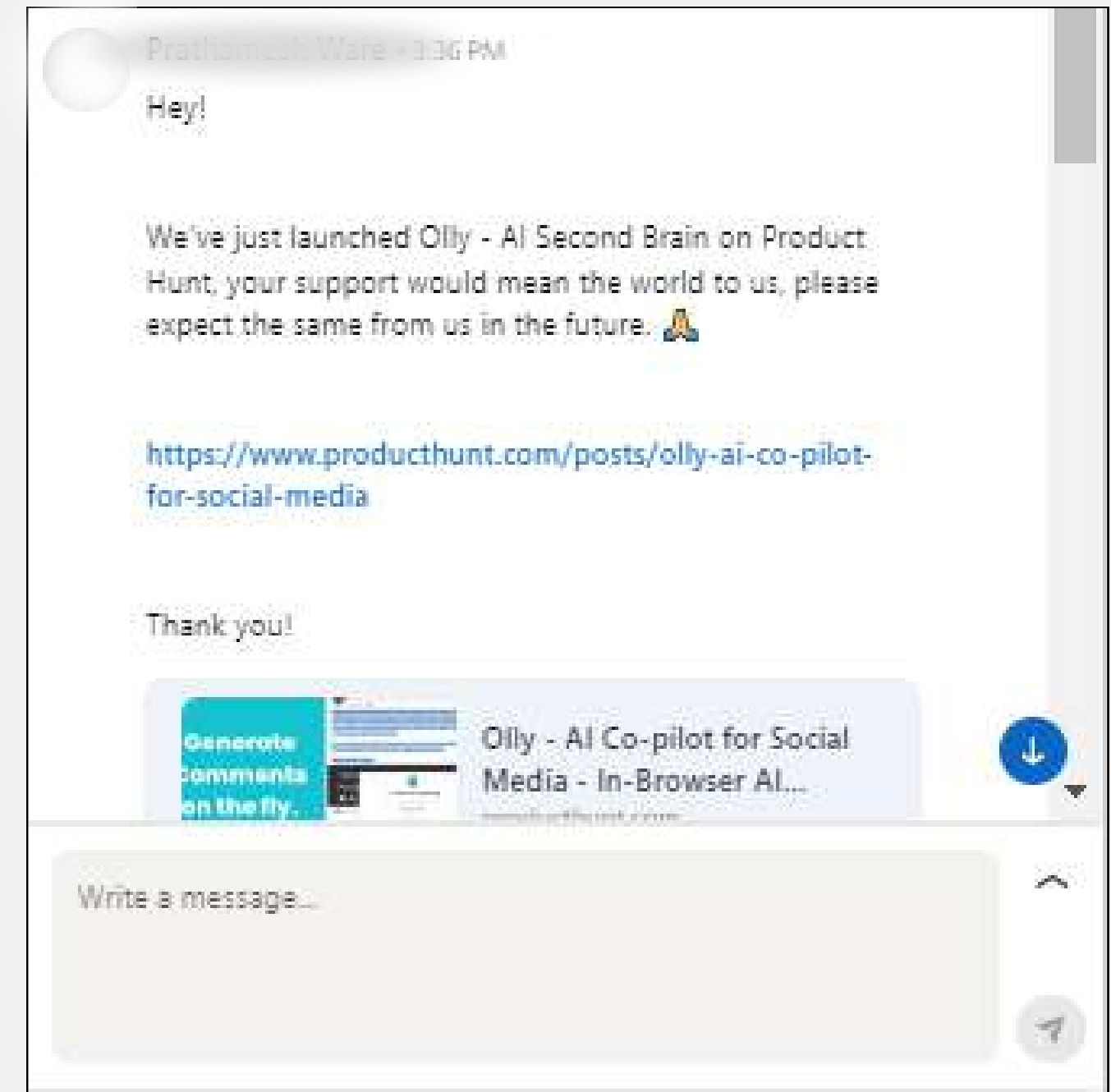


An Upcoming page on Product Hunt allows you to introduce your product to the community before launch, building anticipation and buzz. It requires a video or image, clear copy explaining the product.

Reach out for Support

LinkedIn And Facebook Community Reachout's

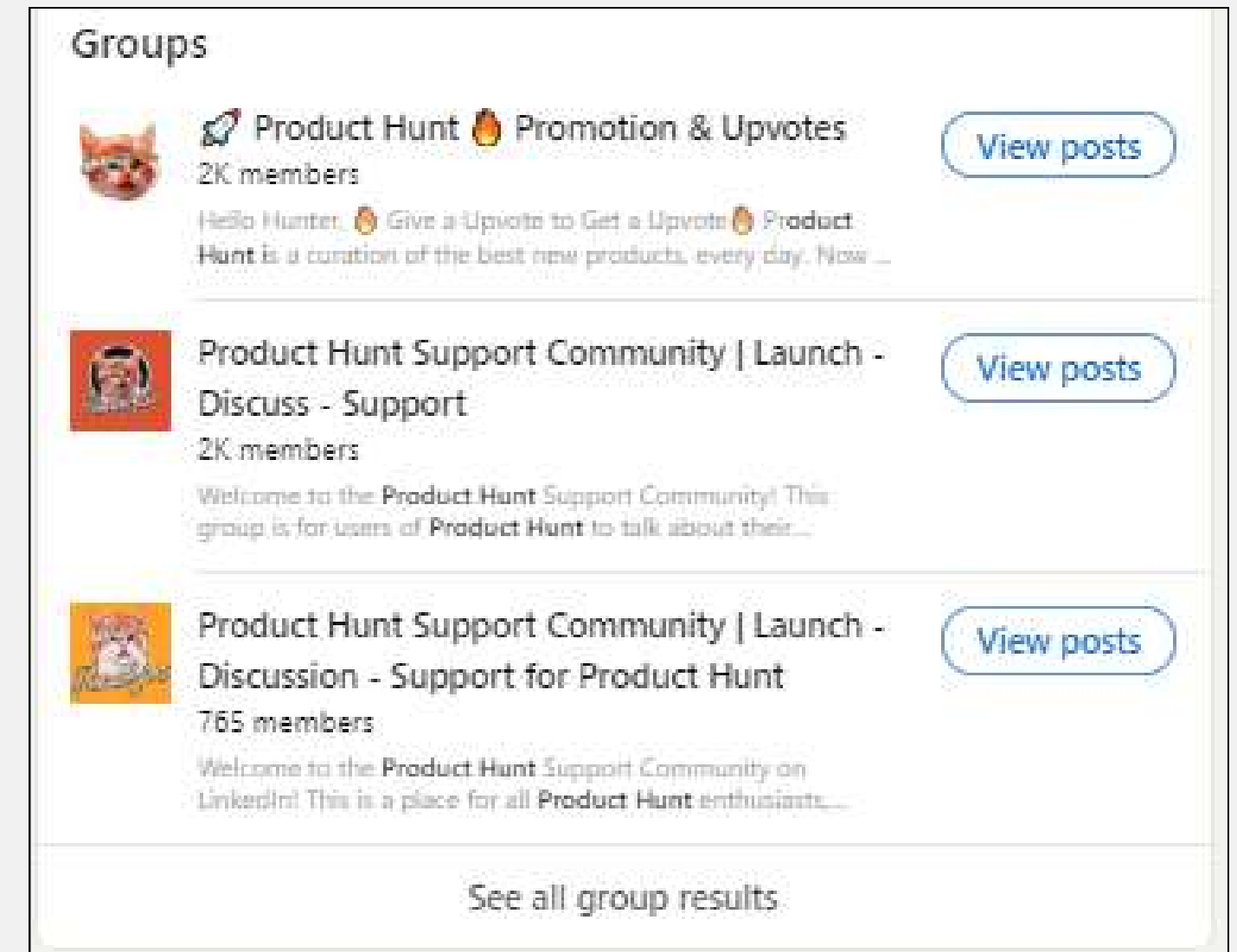
To ensure a successful Product Hunt launch, makers can reach out to multiple sources of support. The active Product Hunt community, found in groups on LinkedIn and through engagement on your "Coming Soon" page, can also provide valuable tips and feedback from experienced users.

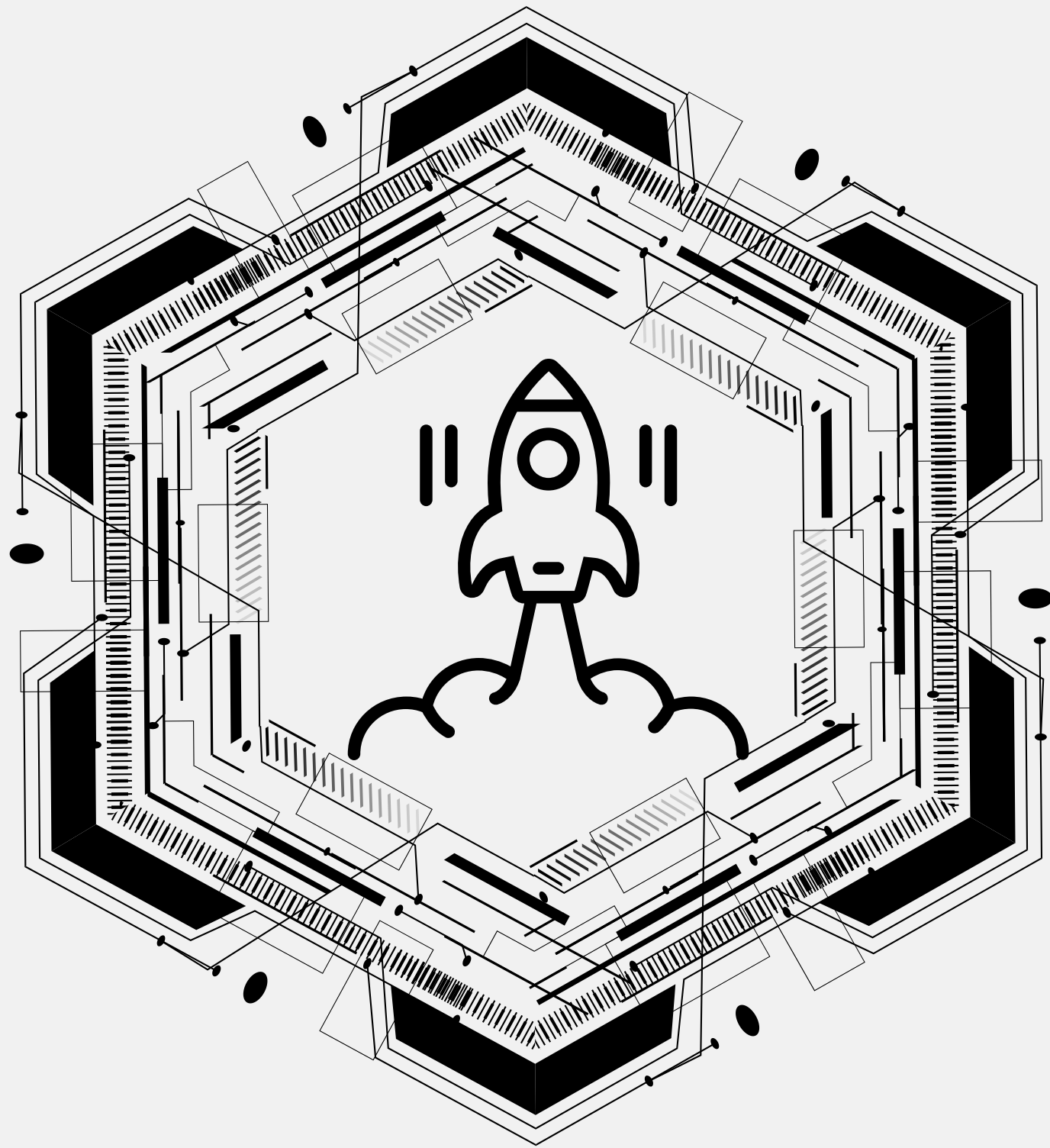


Follow Product Hunt Groups

LinkedIn & Facebook Communities

These groups serve as valuable hubs where Product Hunt users can connect, share tips and experiences for launching products, and provide support to one another.





SECTION 2 - LAUNCH DAY ACTIONS

Goal for Upvote

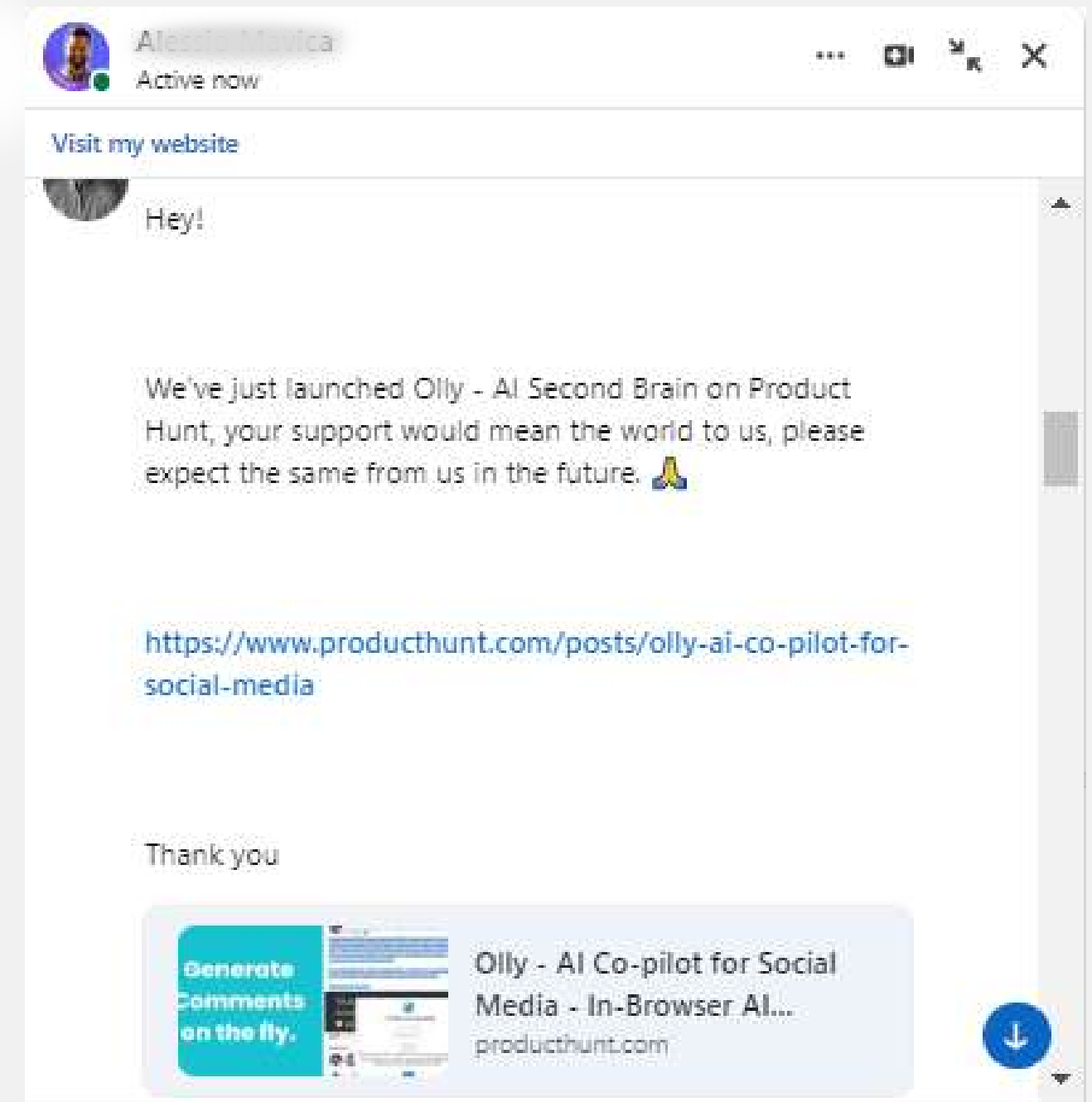
Upvote Goal for the Starting Hours

- During the initial 4 hours of your Product Hunt launch, your product is displayed in random order, giving every submission an equal opportunity to gain traction.
- To maximize your chances of becoming a "Product of the Day" on Product Hunt, your goal should be to accumulate as many upvotes as possible within the first 4 hours.
- By setting a clear upvote goal and executing a strategic plan to achieve it, you can increase your odds of ranking in the top 3 products.

Reach out for Support

Reach Out to Your Pre-Launch Audience

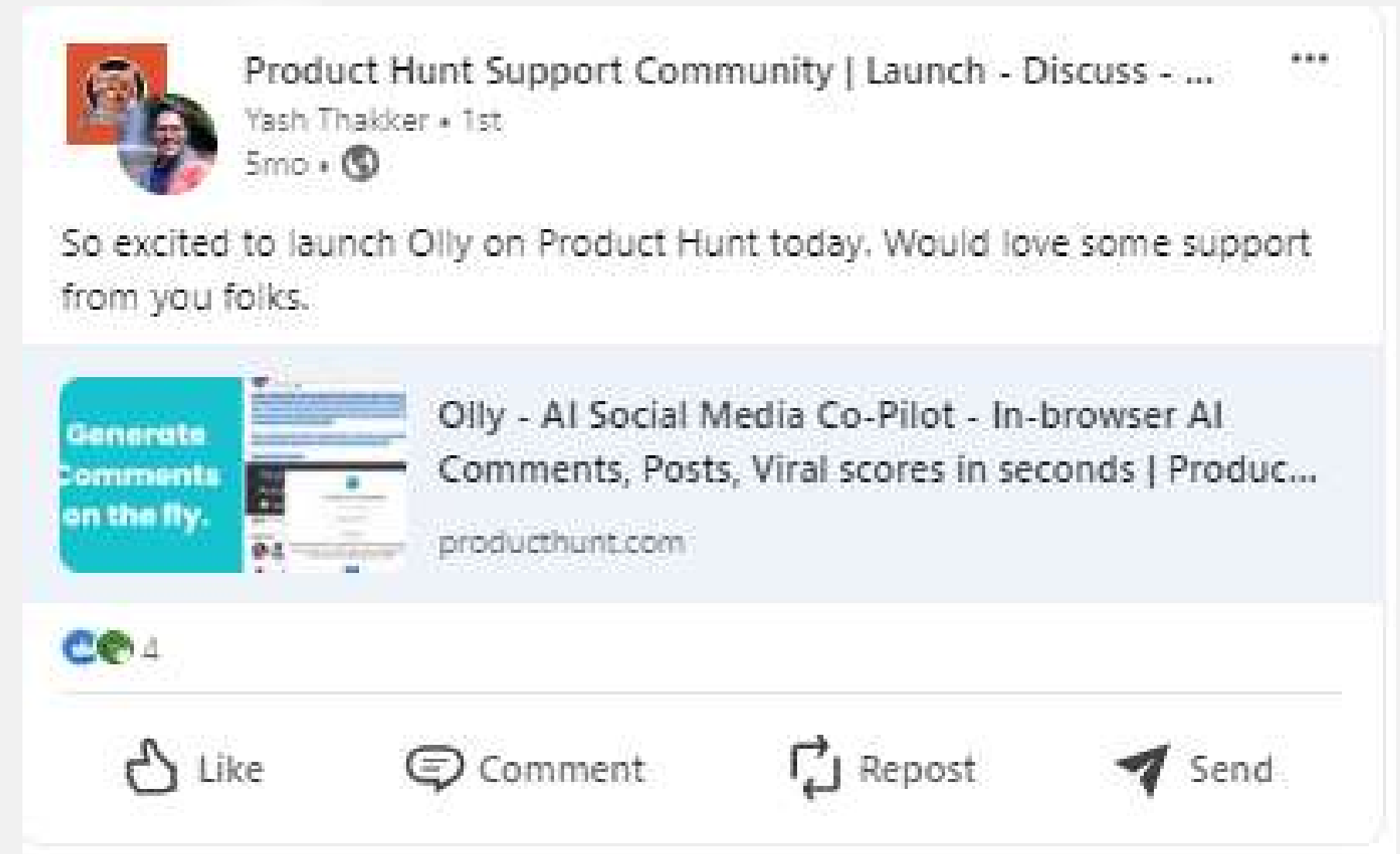
- Leverage your existing network of friends, family, colleagues, and LinkedIn / Facebook community members to help promote your launch.
- Reach out to them ahead of time and ask them to support your launch by upvoting, commenting, and sharing your product on launch day.



Reach out for Support

Community Engagement

- Coordinate your social media promotion across platforms like LinkedIn, Facebook, Twitter, and Instagram.
- Share teasers, updates, and calls-to-action in the days leading up to the launch.



Reach out for Support

Share Your Launch Posts On Personal Social Media Accounts

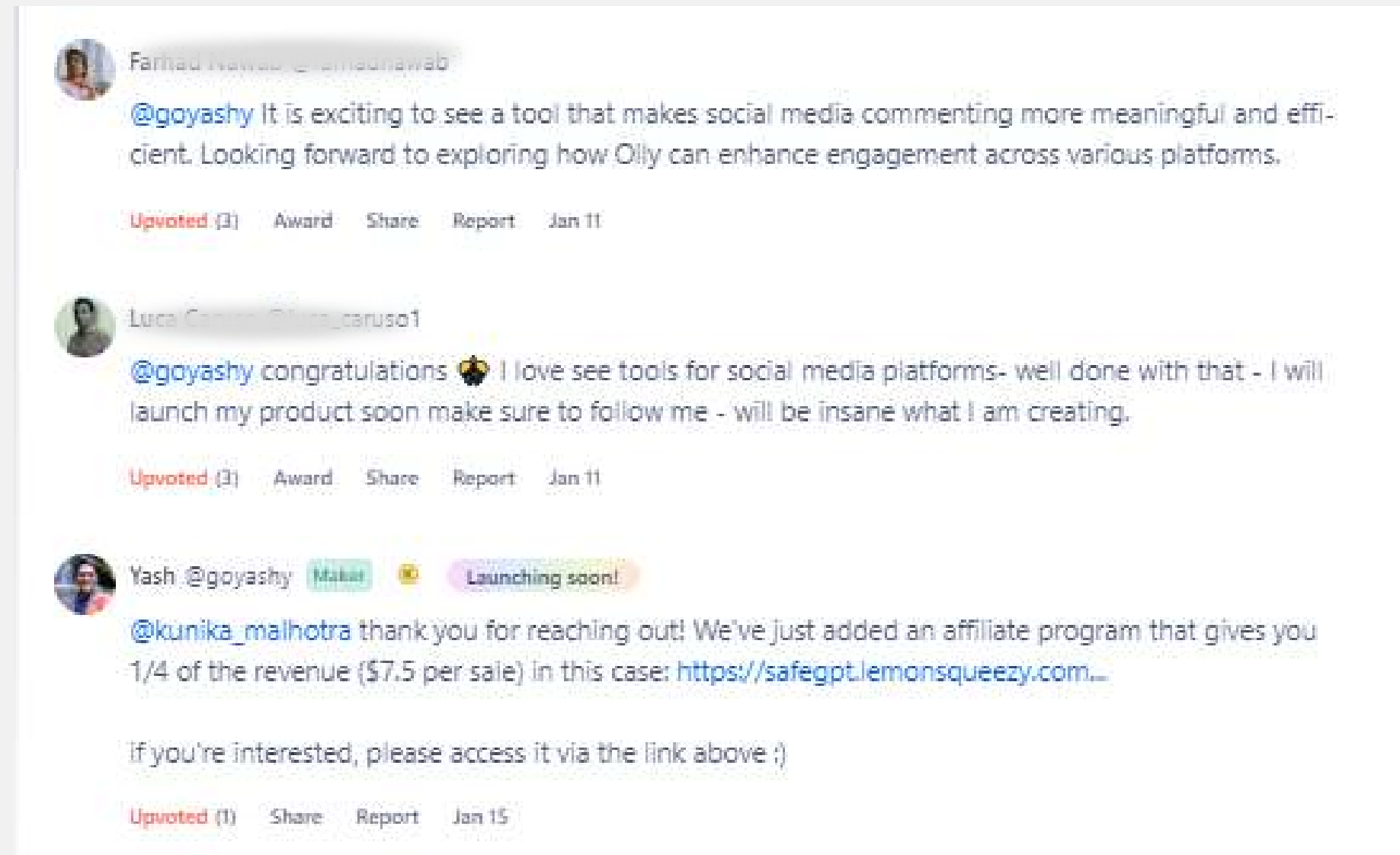
- Share your launch posts on personal account across multiple platforms like LinkedIn, Facebook, Twitter, and Instagram
- Spread out your social media promotion throughout the day rather than front-loading it all at once



Reach out for Support

Reply To All comments

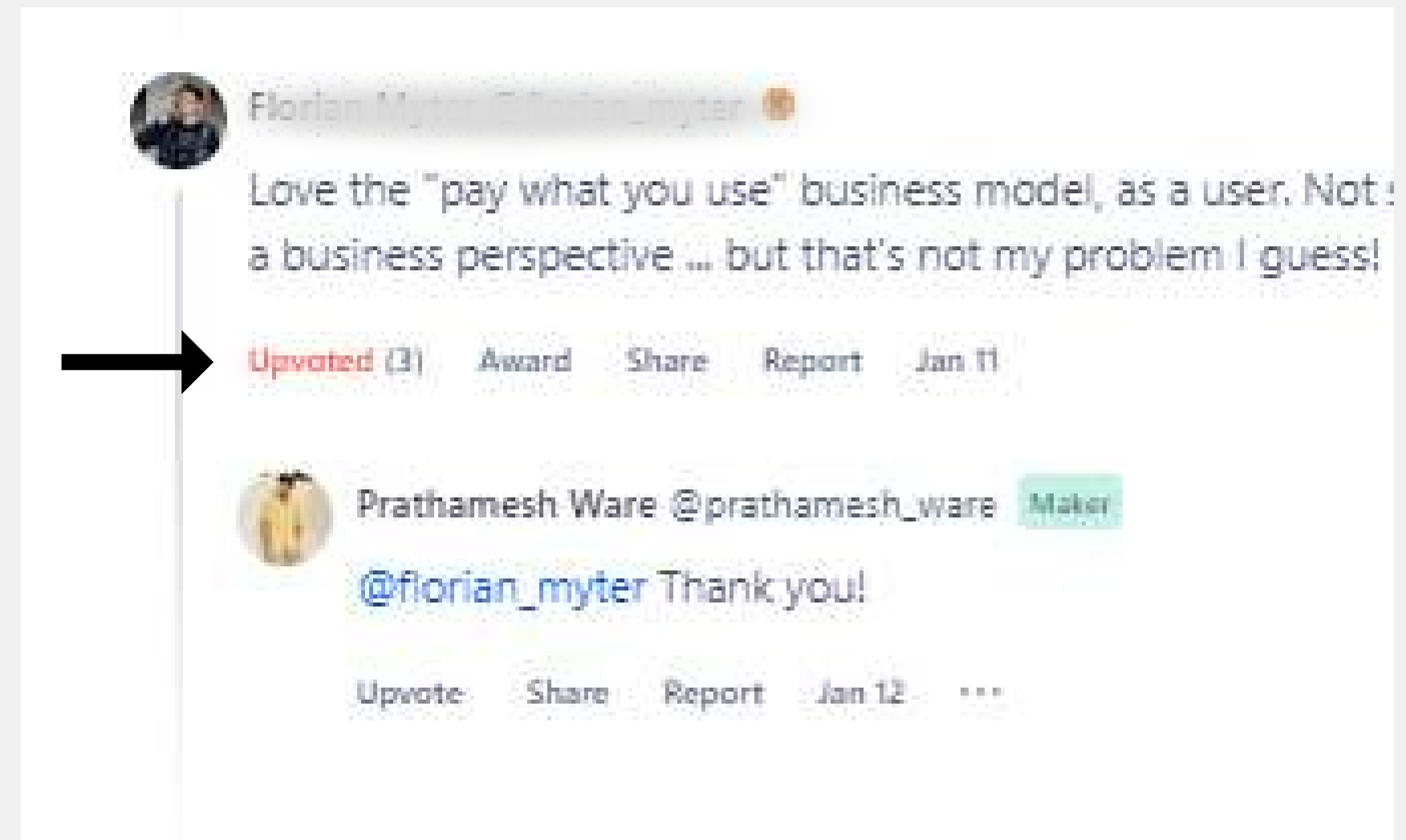
Engaging with comments shows you are listening to users and helps build relationships. It's an essential part of your Product Hunt launch strategy that shouldn't be overlooked.



Reach out for Support

Upvote Reply To All comments

Upvoting comments on a Product Hunt launch is beneficial because it increases engagement and visibility, providing valuable feedback to the product makers and serves as social proof, making the product appear more popular and trustworthy to potential users.



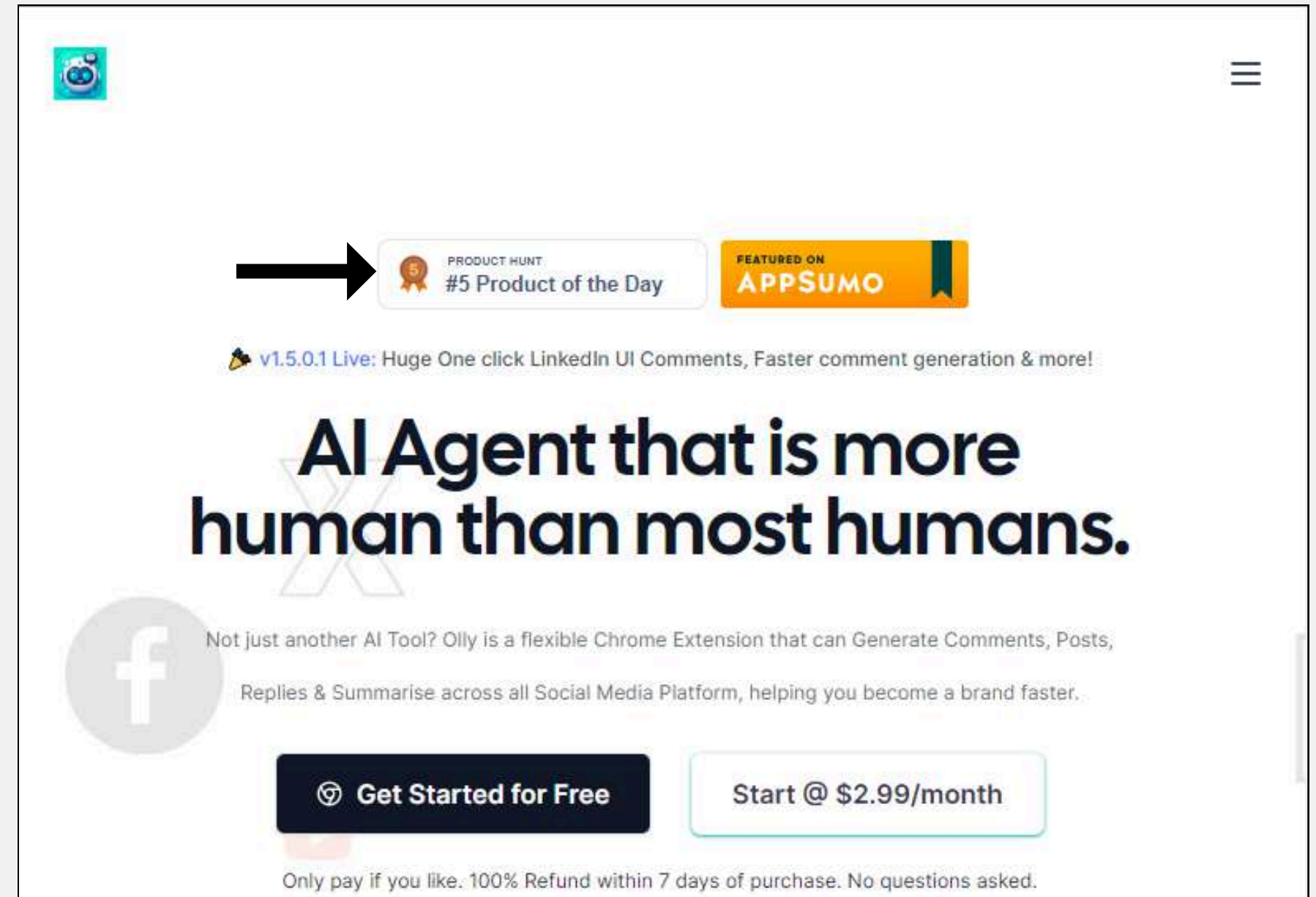


SECTION 3 - POST LAUNCH RESULT

Post Launch Result

Product Hunt Top Rank Badge

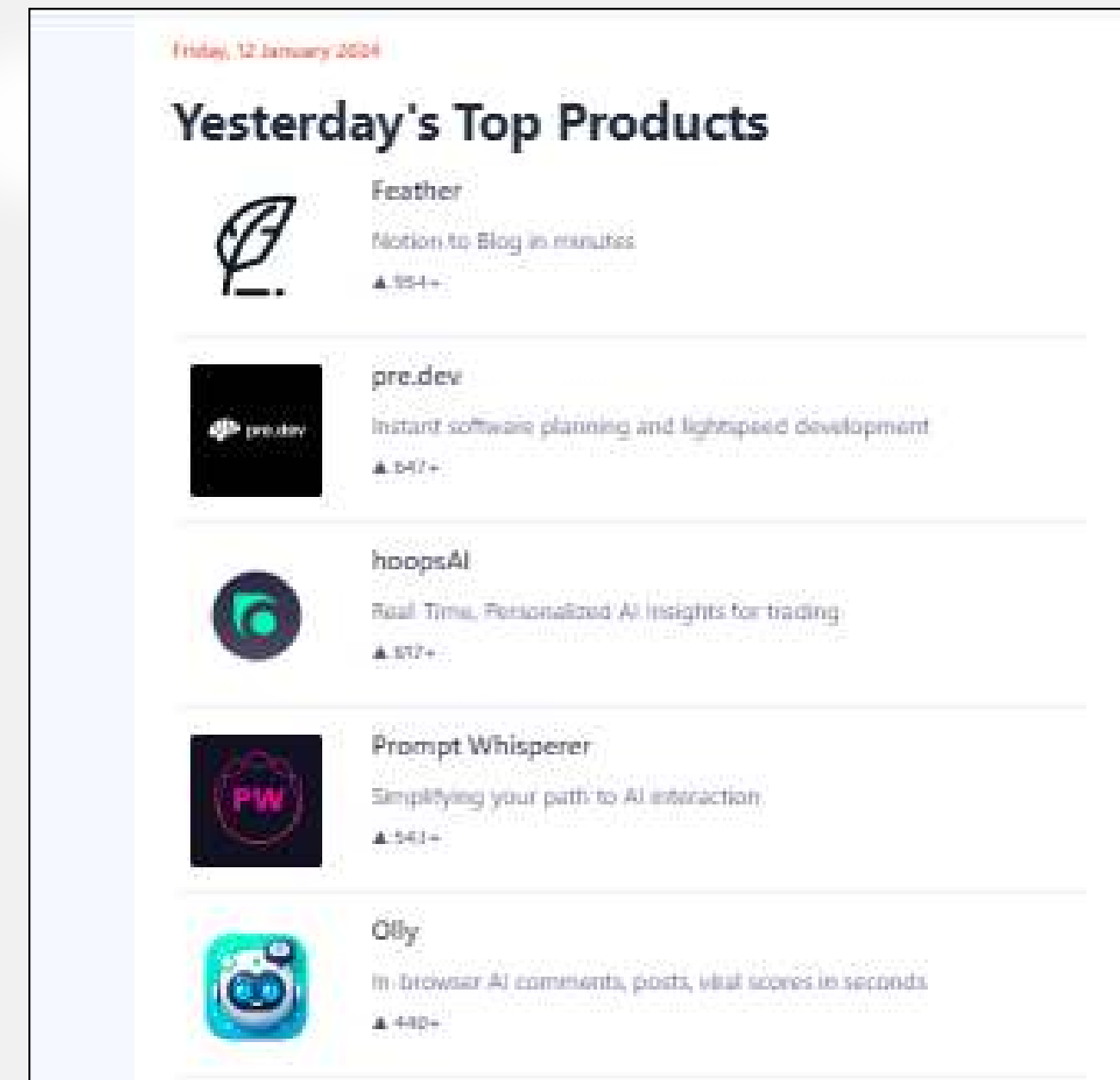
Products that rank highly on Product Hunt are awarded a badge to display on their website or marketing materials. This badge provides ongoing social proof and brand recognition.



Post Launch Result

Featured in the Product Hunt Newsletter

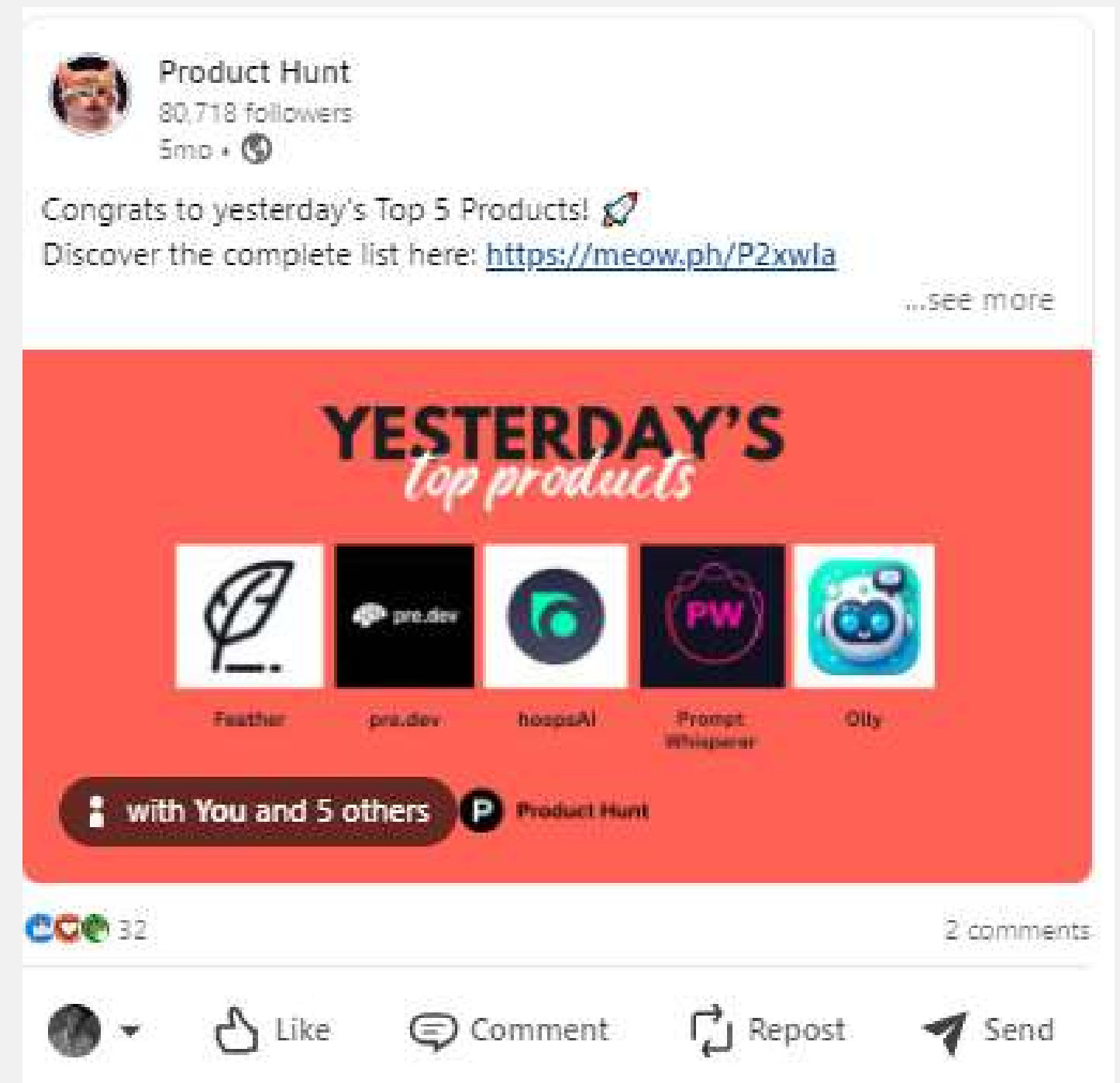
The Product Hunt newsletter can significantly boost your product's visibility and success. It drives substantial website traffic, leading to increased signups and revenue. A top ranking provides credibility and social proof, potentially attracting media attention and partnership opportunities.



Post Launch Result

Promotion on Product Hunt's Social Media

Promotion on Product Hunt's social media, like LinkedIn and especially their Twitter account with over 300,000 followers, provides valuable exposure and credibility. This can drive increased traffic, engagement, and new signups for your product.

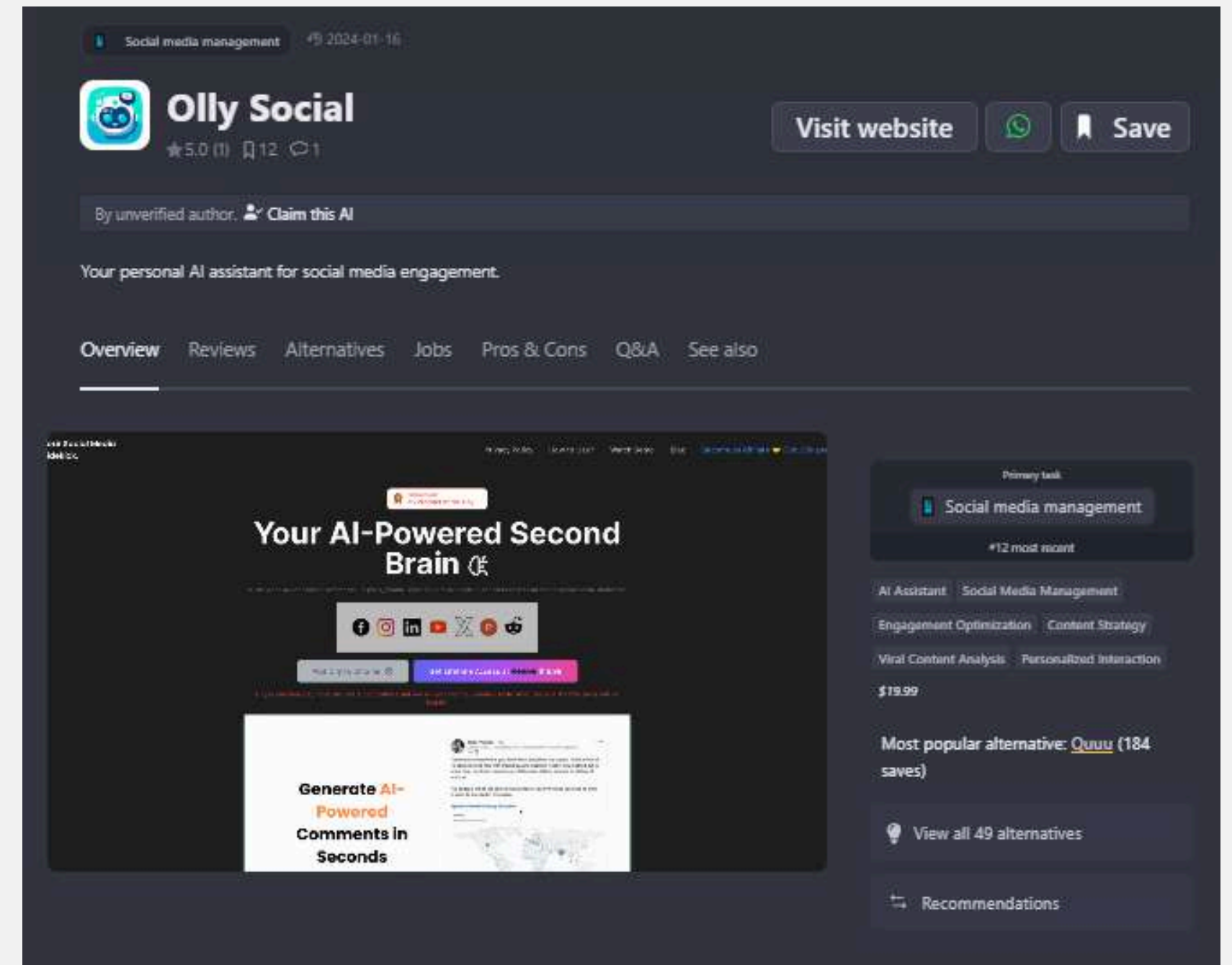


Post Launch Result

Other Platforms Features Your Product

Getting featured in the top 3 on Product Hunt and then included in their newsletter can significantly boost your product's visibility. This increased exposure on the Product Hunt platform often leads to additional coverage and features on other tech blogs and media outlets.

eg - Theresanaiforthat platform



Post Launch Result

Continue Promoting After Launch Day

Being ranked in the top 3 on Product Hunt boosts exposure, leading to more coverage and backlinks. Building an engaged community and focusing on meaningful metrics sustains momentum, improving discoverability and earning valuable backlinks.



Post Launch Result

Continue Promoting After Launch Day

Don't stop promoting after launch day - continue sharing updates and engaging with your audience in the weeks following.

Leverage the feedback and insights you gain to improve your product and plan your next steps

Thank you!