

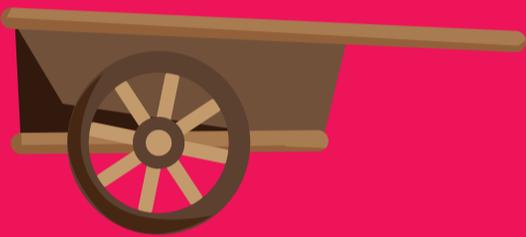
# LEARN HOW TO EASILY AVOID THESE 5 PRODUCT LAUNCH & MARKETING MISTAKES THAT EVEN THE BEST TEAMS MAKE

## 1. I SEE NO SHIPS!

Make sure you are looking in the right place before you launch. Know your customer and perform thorough market research! e.g. Facebook ads might be wrong for you. Build an ideal customer profile and figure out where they spend their time or shop.



*Zoom 5000!*

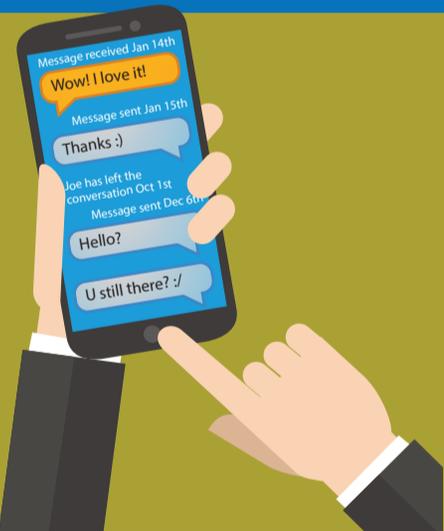


## 2. OIL & WATER

First impressions count. The logo should fit the product and any marketing materials should go with the logo. Develop a brand for your product along with guidelines on colours and fonts to use with it. Then stick to it! Hire an expert to develop one for you and get them to create a brand guide to go with it.

## 3. STOP BEING A HORSE.

Take those blinkers off! You are launching something new and ground-breaking! Don't get stuck doing things the "old way". Be aware that the current company culture could be stifling your creativity and innovation. Hire a consultant to rock the boat or get out to some exciting conferences and trade shows for fresh



## 4. HI! ... BYE.

All good relationships take work and need to be maintained. Have a long-term marketing plan to keep reaching your customers once the initial launch excitement has faded. Create an ongoing cycle of interesting posts or emails to remind people about your product. This has the added benefit of reaching new potential customers.

## 5. WHICH HEAD?

It pays to delegate. Even if this means hiring a freelancer to do some of the jobs you think you can manage. In the long run it saves time, money and allows you the freedom to look at the bigger picture. Have some faith too. The tasks you hate might be a welcome relief for a bored employee and they will appreciate the extra trust you have given



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