**Digital Product Checklist**

**Create the Digital Product**

* Create a product that solves a problem that no one else is solving.
* Try to define your target audience early.
* Finish creating the product and test it to ensure that it works.

**Define Your USP**

* Identify your unique selling position.
* Define what your unique selling position is in relation to the competitors.
* At this point, define what the goal of your market launch is.

**Identify the Target Audience**

* Use market research tools to figure out who your target audience is going to be.

**Create a Media Plan**

* Write your USP in your media plan.
* Define what your values are.
* Define what your mission is.
* Do media research to find out the best ways to reach an audience.
* Write a press release.
* Establish Key operations with the media.
* Invest a good bit of money into media monitoring.

**Picking the Day**

* Determine what the best time of year for your release is.
* Determine what the best day for your press release is.
* Determine what the best time of day for your press release is.
* Inform the stakeholders of the launch date.

**Promoting the Launch**

* Offer some incentives that will help attract people.
* Create blog posts about your new launch.
* Create other sales and promotional materials to generate hype.

**A Soft Internal Launch**

* Launch the product internally.
* Retest the product to see that everything works properly.
* Fix any issues that you see.

**Send Your Press Release to the Media & Launch**

* The only thing left to be done now is to send your press release to the media and actually launched the press release and your new product and/or service.
* Create a broad public relations plan for public communications.