

# Crafter's Market UK

## New Product / Product Range Launch Checklist

### STEP 1: Optimise Your Listing First

- High-quality, clear product photos
- Keyword-rich product title
- Detailed, benefit-led description
- Accurate pricing
- Shipping information completed

### STEP 2: Use Marketing Tools to Share

- Share directly to Facebook
- Share to Instagram
- Re-share 3–5 days later
- Share from a different angle (benefits, behind-the-scenes, close-up)

### STEP 3: Set Up On-Site Advertising

- Create internal ad campaign
- Select new product or range
- Set campaign duration (7–14 days recommended)
- Monitor performance mid-way

### STEP 4: Add a Time-Limited Coupon

- Create launch code (e.g. LAUNCH10)
- Set clear expiry date
- Mention expiry in promotional posts

- Deactivate when finished

### **STEP 5: Review Performance**

- Check product views
- Check sales
- Review coupon usage
- Review ad performance
- Note what worked and refine next launch