



20 WAYS  
TO CREATE **INSANE**  
BUZZ AND HYPE  
*on your next launch!*

# HYPE STRATEGY

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1

Create a simple landing page that says, "Something Big is coming!" and input a fill form that allows prospects to be the first to know when they input their email address.

2

Create & post teasers for a few days before launch. Think of those TikTok stories that string you along for 3-4 days and then finally you find out how it ends. This strategy builds anticipation + drives hype!

3

Limited availability is a scarcity tactic that works very well in marketing. Have a limited number of products/goods in stock - this creates urgency for your audience to purchase the new shiny object.

4

Set the Launch Time & do it on a Facebook Live - include confetti, champagne, noise makers, ribbon cutting, clapping + cheering of lots of people in the room (party) - make it a freaking BIG DEAL!

5

Host a giveaway! Giveaway something you know your ideal customer will enjoy (*it doesn't have to be your product necessarily*). They can enter to win by creating a video on TikTok or IG Reels + tagging you.

6

Ask everyone you know to share your big news on launch day. Your mama, cousin, friends, colleagues, vendors, previous customers, etc. EVERYONE! Pro Tip: Provide a pre-typed text to paste into their feed with simple instructions.

7

Submit a press release for media attention. There are MANY free distribution channels & often times bigger media looks for story opportunities through these channels. Plus, the SEO will help your new website. Win-win!



- 8 | Send "thank you" texts to everyone you know for helping you get to where you are (*even if they were an influencer from two years ago, they were apart of the journey that lead you here*).
- 9 | Reach out to influencers (*those who are in front of your ideal audience*) and offer them payment for sharing or creating hype posts during your launch.
- 10 | Cold call at least 50 previous or potential customers and tell them about your new product and how it solves their problem. *Offer them the launch day special!*
- 11 | Create and run attention grabbing Facebook Ads for day-of or week-of launch. Consider using scarcity messaging like "Launch Day Special, Half Price, Today Only!" to create urgency.
- 12 | Post BTS (behind the scene) videos on social media with you gifting your product to an ideal customer. This is great content for TikTok, Reels, & Stories!
- 13 | Schedule emails to your subscribers and challenge them to share a certain launch post. The challenge should earn your subscriber something fun, but ultimately this will further your audience reach online.
- 14 | Create your own hashtag & mention it in every video and post. Have your followers use the same hashtag (comment #s on videos and pictures you post).



- 15 | Tell your story (and showcase your passion). Let your audience know why you launched this idea. Consumers love an honest and passionate explanation as it helps them to relate to your new product easier.
- 16 | Talk about the transformation more than you talk about anything else. Transformation is the customers before and after state. Before they had your product and after they had your product. What transformation happened?
- 17 | Bonuses! Bonuses! Bonuses! Give freebies & bonuses for everything... "Everyone who does \_\_\_\_ will receive \_\_\_\_." "If we sell out, then everyone who is on my email list or who follows me on social media will receive \_\_\_\_."
- 18 | Share any video testimonials and feedback from those you did testing on. This helps build and strengthen the credibility of your offer!
- 19 | Implement the Dollar Eighty strategy on main social platforms. We suggest starting this prior to launch, but even implementing it on launch week will bring attention!
- 20 | Scarcity and FOMO works. End the day with "we are sold out! What an incredible way to launch!" and thank everyone for their support in making it a successful launch.

*Ready, Set, Launch!*

