

Mistakes You Should Avoid with Your Software Product Launch

Launching a software product demands a lot of effort, focus, and dedication. Details areas important as ever, and overlooking any of them can have disastrous results.

Here are some of the most common mistakes you should avoid during product launch.

Stage: Development



Failure to perform accurate, thorough market research



It is the market that determines what your product will be like and, for your SaaS product to be successful, you must find the right product-market fit. Address market needs by creating buyer personas.



Not testing the product yourself



Put yourself in the customer's shoes. See how you feel when you use the software. Does it respond well to commands? Does it answer your needs?

Stage: Go-to-Market



Not dedicating enough resources for planning and executing a marketing strategy



Plan ahead and establish a series of steps that you must go through prior to the launch. Such steps typically include:

- ✓ **Competitive analysis**
- ✓ **Preparing all the P's:** Product (packaging), Pricing, Promotion (content, newsletters, advertising campaigns, information that will go to the media, like press releases, and so on), Place (all channels, and especially digital).



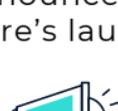
Not being realistic about the expenses



Be realistic when assessing the costs of your product launch. Most of the time, you WILL spend more than originally predicted, so it is even better to have a budget for unforeseen situations.



Failure to pre-launch or to announce your software's launch



Create awareness about your new software **some time in advance** - let your prospects know about it through several channels (via newsletters, website, blog, social, or advertising).



Launch event timing mistakes



Choosing the right launch date depends on your audience and your product:

- ✓ **B2B product** – it should be a weekday (not Friday!), that does not clash with any major event in your industry.
- ✓ **B2C product** – it is preferable to choose a day when most of the people you target are free, such as weekends.

Once you have a date picked, stick to it and announce it in advance.

Stage: Systems



Failing to scale your infrastructure before launch



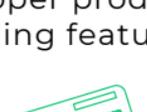
Any launch and any marketing campaign should be prefaced by an **infrastructure review and resource upgrade**.

Make sure you are prepared for an influx of traffic on the big day.

Stage: Sales and Support



Not setting up the proper product billing features



Ensure all billing features are live and functional on your site/in-app and that users' preferred payment methods are supported by your product, for each country you're launching in.

Also review user account creation processes, onboarding in general, and financial data collection.



Not provisioning for client success

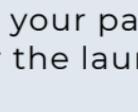


Ensure that your **service teams are fully trained** before the launch itself.

It's inevitable that users will reach out to your brand after launch and your goal now is to make a memorable, pleasant experience with each new interaction.



Failing to get your partners aboard for the launch



Don't miss out on new product opportunities by communicating your upcoming launch, in a timely manner, with your entire **partner network** – whether they are journalists and press, business partners, or affiliate connections.

Ensure that they have the right resources to support your launch.

Stage: Feedback



Not analyzing the feedback you get on the product launched



Actively encourage potential users/customers to let you know what they think about your product – this will help you notice the flaws of your software and thus allow you to **correct them in future installments**.