

“Launch Your SaaS Product” Checklist

This is an extra resource to go along with the original article:

[Tips for Launching Your Next SaaS Product in 2021](#)

- ☐ Validate your product idea (Be sure that there's a market demand for your product)
- ☐ Identify your target audience
- ☐ Identify your unique value proposition - What will make your product different from your competitors?
- ☐ Open up your product to beta testers
- ☐ Address concerns from your beta tests and repair issues
- ☐ Set goals for your launch (such as your launch date)
- ☐ Create a landing page for your product
- ☐ Create a customer onboarding plan
- ☐ Create a content calendar for your website and blog
- ☐ Set up your email marketing newsletters
- ☐ Set up a social media content calendar