

# How to pull off a shoestring launch - and make it count



By [Catherine Milward-Bridges](#)

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Does the thought of a launch send you spiralling into a frenzy, complete with sweaty palms? Do you liken a launch to mind-numbing bills and a precarious bank balance? (video)

I chose to make my launch an exhilarating ride to 'the next level' - with change in my back pocket, to boot!

Let me tell you how.

When I started working on the launch of [simplyput.co.za](#), or what I like to call the 'business blog with benefits', I was determined to make it count. Being under no illusion about the fact that, unlike Rockefeller, I'm the other fella, I needed to be smart about how to run a teaser campaign frugally. At the same time, I wanted to get the most out of it.

## These simple steps are what helped me:

### 1. Make it count

There's no point in going to the trouble of planning and then embarking on a teaser campaign, without sharing any of your learnings. Make it count by sharing your experience with others.

Not only could this potentially gain you a following, it will also save your audience the time, effort and expense of having to experiment.

### 2. Keep the momentum

Think about how you are going to keep the momentum of your campaign by sharing regular, interesting updates with your audience. Do guard against spamming them, though.

### 3. Choose an appropriate social medium

Once you've established the objectives and direction of your teaser campaign and the subsequent launch, choose a platform that will give you the most traction. It needs to be one that is favoured by most of your target audience.

I chose Facebook as my primary platform, and dubbed my teaser campaign 'Project Pulse', to create a bit of mystique and to pique their interest.

### 4. Add some personality to your teaser campaign

When I was ready to unveil 'Project Pulse', I created a short, personal video.

After writing my script, my husband, Greg, and I made work of this exciting shoot. We even got our 7-year old daughter involved!

I also used this opportunity to give context around [simplyput.co.za](http://simplyput.co.za), explaining its mission: to empower small and medium-sized businesses with practical business tips, ranging from effective communication and clever use of social media, to strategic savvy.

## **5. Say thank you, it goes a long way**

Showing gratitude not only makes for common courtesy, it also strengthens rapport and encourages your audience to keep showing support.

As part of the video mentioned above, I also thanked everyone for their contribution. The video features an image of what I call a 'wall of thanks', listing all of their names.

The video, as well as the 'wall' mentioned above, can be viewed on the 'Awesomeness' page of [simplyput.co.za](http://simplyput.co.za).

## **6. Pay it forward**

At the outset, I decided that I was going to make this project count! Sharing the experience gleaned during the teaser campaign, was the best way I knew how.

Therefore, I've also shared my launch tips in a video on YouTube, called 'How to pull off a shoestring launch - and make it count'.

## Main learnings

- Before embarking on a teaser campaign for a launch, think about how you can really make it count; and remember to include people from the start. This is critical to the success of your launch.
- Don't be scared to ask your audience for their input during the process, careful not to reveal too much. People generally like to share their opinion.
- Levels of interest will vary with your posts, so tweak your approach as you go. Text, plus images, tends to draw more attention, than text by itself.
- If you're a novice at this, ask for help.
- Be authentic in your dialogue
- Optimise the process - it's a great way to create a bit of hype and awareness around whatever you're launching.

These tips should spare you a lot of angst and save you a great deal of money in planning your next launch.

## ABOUT CATHERINE MILWARD-BRIDGES

Catherine Milward-Bridges is a passionate communication specialist and founder of [simplyput.co.za](http://simplyput.co.za). Her focus: to get small and medium-sized businesses to the top of their game, with excellent service, quality content and expert tips. Her career includes the hospitality industry, as well as several years spent in financial services, where she mapped her path as a communication specialist. Catherine has since guided various clients in taking their engagement efforts from good to great, and has 'basked with them' in the results. Contact details: Twitter @ownperson | LinkedIn | email [catherine@polka.co.za](mailto:catherine@polka.co.za) | Facebook | website [www.simplyput.co.za](http://www.simplyput.co.za)

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