

TINY CROWD

# STEPS TO LAUNCH

*YOUR NEXT  
CAMPAIGN*



**Launching a campaign in the e-commerce world can feel overwhelming. We have created the essential steps you need to launch your next campaign with ease.**

### — **Create goals**

The most important part of launching a successful campaign is setting goals first, how will you know if it is successful if you don't have goals to reach?

### — **Organize your upcoming sales**

Be sure you are planning your sales in advanced, when will they be? What are you offering? What deadlines do you have to ensure they go live on time? What are your competitors doing? These are all important questions to ask to get your sales organised.

### — **Get the word out early to customers**

Ensure your customers are excited and build some momentum by getting the word out 2-3 days before the launch. This gives the customer the opportunity to create a wishlist on your online store or sign-up for early access campaign on your socials and paid ads.

### — **Teasers**

Provide teasers of new products to your customers through newsletters and social media marketing. Don't forget to get your photography and video content organised for your website and social media.

Photography

Video Content

Illustration

An event

Countdown

Membership Perks (Discount's etc)

### — **Create an amazing email campaign**

How many emails will go out during your campaign? Will each day feature a different product, style or theme? How long will the promo run for? Can you connect your emails to other platforms like TikTok or Instagram?

Teaser emails

New product release

Pre-order announcement

Limited offer or future sale info

Event or launch party details



## — Use every marketing channel as an advantage

Instagram, TikTok, Facebook, Pinterest, Newsletters, Text  
Make sure everyone knows about your new campaign.

## — Reward loyal customers

Customers love to feel valued and seen by brands they are loyal to. It is always a great idea to send loyal customers an early access email or 10% off discount code.

## — Communicate it to your customers

Set your busy-season shipping and delivery strategy early and communicate it to your customers. You don't want to disappoint customers, if shipping times are going to be a little longer over certain periods it is important to be upfront and give plenty of warning. This help avoid negative reviews and social media comments.



# Buy now *Pay later*

Increase conversion and give customers buy now, pay later - With a majority of retailers now offering buy now, pay later options, you may miss out on sales to competitors if you do not offer this feature

# Support

Ensure you provide prompt and personal support - Responding to customer enquiries within 24 hours is essential for a good customer experience, resulting in return customers and referral traffic from those that have had a great experience. This will also minimise bad PR on social media if any problems are responded to in a friendly, timely manner.

# Promote *Promote*

Let customers know when something is doing well / selling out. create some urgency with your customers by letting them know your items are selling out via social posts, newsletters, texts and best seller blog posts.

# Design Checklist



Now, lets make sure you have your design checklist ready to go.

## — Campaign EDMs

Teaser  
Launch  
Last Chance

## — EDM Ideas

Season Looks  
What's trending  
Whats Selling Fast  
New Items  
Nothing Under \$XX

## — Website (Desktop & Mobile)

Homepage Banner  
Header Category Banners  
Mega menu tiles

## — Social Graphics Rollout across

IG in-feed post  
IG Story  
Facebook  
TikTok

## — Social Story Graphic Layout Ideas

3+ Frames  
- Hero Frame  
- Offer  
- Products across several frames  
- CTA (eg. Tap to Shop)

## — Paid Social Ads

IG post (square)  
IG post (portrait)  
IG Story  
TikTok  
Facebook

## — Design Ideas

Motion  
GIFs  
Audio (Music)  
Collages  
Eye catching photography  
Eye catching colour palette  
Special colour for Last Chance or  
Final Hours assets (so it stands out)  
Add Textures  
Illustrations  
Play with typography



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