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Planning ProductHunt Centric Launch

I am actively exploring ProductHunt and here is my notes on how to go about launching using ProductHunt (PH)

Why launch on Product Hunt?
A top Product Hunt launch can supercharge your startup's growth by increasing brand awareness, website traffic, customer acquisition, and media attention. It also attracts early evangelists and investors while providing valuable product feedback from tech enthusiasts to refine your roadmap.

AI REVIEW PASSED.

Pre-launch

1. Choose the right launch date and time (12:01 AM PST on a weekday, avoid major holidays/events)
2. Find a well-established Hunter with a relevant audience to post your product
3. Prepare launch assets using a checklist:
   Product name, description, tagline, images/GIFs, video, links
   Maker information, media/social links
   Introductory comments and responses
4. Build rapport in relevant social media groups and communities prior to launch

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Launch day

- Have employees and network contacts upvote, comment and share the Product Hunt post
- Provide social links for product makers
- Create positive conversations and buzz on social media
- Request genuine reviews from existing customers Be responsive in the comments section, have the product team engage with users

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Post-launch

- Redirect traffic from your site to the Product Hunt post
- Continue being responsive to comments and questions
- Personally reach out to your network requesting upvotes and reviews (don't spam)

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Things to avoid

- Spamming social media and nagging for upvotes
- Using underhanded tactics to gain votes/traction

By following this playbook of preparation, engagement on launch day, and sustained effort post-launch, you can increase your chances of a successful Product Hunt launch and getting featured. The keys are choosing the right timing, maximizing your assets, mobilizing your network, and proactively interacting with the Product Hunt community. Focusing on these action items can help drive awareness, upvotes, and hopefully a top spot on launch day.

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Getting Featured vs. Ranked #1 on Product Hunt

Achieving the #1 spot or getting featured on Product Hunt is vastly superior to simply listing your product. It guarantees your product stands out and captures the undivided attention of Product Hunt's savvy tech audience.Being featured, especially as a top-ranked product, drives a surge in website traffic, builds your user base, boosts brand recognition, and attracts media coverage. It also provides a platform to showcase your offering and gather invaluable feedback for product optimization and improvement.

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Do You Need to Find a hunter?

A well-established Hunter is a Product Hunt account holder on the lookout, or more aptly, on the hunt for exciting products to share with their large following on Product Hunt. Having spent considerable time networking and interacting with other users, a hunter is trusted and recognized by the Product Hunt community.

Many Hunters on Product Hunt help other users (who are not as well established) by launching products.To launch on Product Hunt, you need to do your diligence to locate a hunter who will understand your product and has the right target audience suited to help you increase reach and recognition.

The challenge lies in finding a Hunter who can maximize your product's reach to the right users.Pro tip: If you're unsuccessful in finding a Hunter, don't lose hope. It doesn't mean that you can't undertake a successful launch. The best way out in this scenario is to pick up a hunter tag to hunt your product.

The community respects product makers and their initiatives, and there have been numerous instances where self-hunted products have reached the top ranks.
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Choosing the right date and time

Yes, there is a right time to post on Product Hunt. Most users say that time is 12:01 AM PST. Since the Product Hunt homepage is set to a 24-hour cycle, users should get some time to review and experiment with your app. A huge no is posting after 9 AM PST.

There's a debate on what the right day to post is. Some prefer weekends when the competition is less, but the downside is, so is the traction. Most people prefer posting during the middle of the week. Steer clear of posting during big product launches because it's likely you might get lost in the mix.

Choosing the right time and day also means focusing on your target audience. Choose a launch coordinate that helps you target users based on their geography. For example, launching a product to attract Indian users should be done at a suitable IST rather than PST.

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Create a checklist of items

Here is a list of items needed for the launch:

- Business and download links;
- Title and 60 characters tagline of the product
- Video to explain the product
- Thumbnail;
  Gallery of images
- Product description
- Topics the product falls under
- Information on the product makers
- Media and social links
- Introductory comments by the product makers and basic comment responses to users.

Maximized creative content

Create an eye-grabbing video is one of the best forms of content consumption today.

A video that helps users easily understand what the product is all about, how it can benefit businesses, and what problems it solves. To better attract users, use GIFs as the thumbnail (simple tips to increase content awareness and grab user attention that many businesses fail to capitalize on when launching.)

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