Launch

Tactics and examples of launching your startup. For a list of places to launch, visit [this page](#).

- [Soft-launch](#)
- [Beta launch](#)
- [Social media launch](#)
- [Press release launch](#)
- [Product Hunt launch](#)

Soft-launch

Beta launch

- Releasing a beta version of your product to a limited group of users
- Gathering feedback and identifying areas for improvement
- Iterating on the product before a full launch

Social media launch

Press release launch

Mentions in the press are needed for 2 things:

- add credibility to your startup
- provide great backlink
- get yourself credibility to apply to a talent visa

To launch on pres you can do 2 things:

- pay a fee
- make a friend in one of the tech magazines (here is the list of

Launching on press only makes sense when you launch on the top media.

Product Hunt launch

Why Product Hunt

Launching on **Product Hunt** is the main launch event. According to **SemRush**, this startup website is visited by 5M founders, marketers, designers, developers, and product geeks.

Anatomy of a Product Hunt launch

Hunter/maker

Day

How to get featured

Common mistakes

Tips

Re-launch

You can launch your product every 6 months.

Outcomes