PRODUCT LAUNCH CHECKLIST FOR VIRAL MOMENTS

BEFORE A PRODUCT IS PROMOTED

- ☐ SKU is verified and matches across systems
- ☐ Product page is live, indexed, and mobile-optimized
- ☐ Page includes accurate pricing, photos, and descriptions
- ☐ Internal product naming matches customer-facing language
- ☐ Redirects and URLs tested across platforms

MARKETING & SOCIAL READINESS

- ☐ Campaign timing confirmed with product & web teams
- ☐ Influencers briefed on correct product links
- ☐ Social media posts link to active, accurate pages
- ☐ Paid media teams aligned with inventory status
- ☐ UTM codes and tracking links tested

E-COMMERCE & OPS

- ☐ Inventory confirmed and up-to-date
- ☐ Stock availability reflects current promotions
- ☐ Backorder or pre-order options enabled (if applicable)
- ☐ Alerts set for unusual traffic or sales spikes
- ☐ Site load capacity reviewed (if expecting volume)

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PRODUCT LAUNCH CHECKLIST FOR VIRAL MOMENTS

CUSTOMER EXPERIENCE & SUPPORT

- ☐ Support team briefed on campaign timing and product details
- ☐ Escalation process in place for broken links or product issues
- ☐ Auto-responses or help center articles updated
- ☐ Internal Slack or communication thread open for real-time updates
- ☐ FAQs or scripts created for expected inquiries

IF A PRODUCT GOES VIRAL

- ☐ Spike alerts trigger real-time review with all teams
- ☐ Product availability and links double-checked
- ☐ Cross-functional point people notified
- ☐ Messaging updates deployed as needed
- ☐ Support teams prepped for increased volume

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