THE ULTIMATE CROWDFUNDING PRE-LAUNCH CHECKLIST

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GOOGLE ANALYTICS:

- ❏ **Sign up on Google Analytics:**
    - ➢ www.google.com/analytics
- ❏ **Create a new Google Analytics property:**
    - ➢ save the **tracking ID** for later reference,
    - ➢ save the **tracking code** for later reference,
- ❏ **Install Google Analytics tracking code on your website:**
    - ➢ Admin > Property: Tracking Info: Tracking Code
    - ➢ Copy and paste the tracking code to the *Head* section of your website's template,
- ❏ **Add Google Analytics tracking ID to your Kickstarter project**
    - ➢ Kickstarter.com > Edit Project > About You (*see Kickstarter* FAQ)
- ❏ **Assign administrators:**
    - ➢ Admin > Property: User Management > Add Permissions,
- ❏ **Create a new Filter to exclude your personal visits:**
    - ➢ Admin > Views: Filters > Add Filter > Predefined - Exclude - Traffic From the IP Addresses - that are equal to: *ZZZ.ZZZ.ZZZ.ZZZ,*
    - ➢ Create a second Filter to exclude visits from your company's employees,
- ❏ **Enable data collection for Remarketing:**
    - ➢ Admin > Property: Tracking Info: Data Collection > Remarketing: ON,
- ❏ **Enable data collection for Advertising Report Features:**
    - ➢ Admin > Property: Tracking Info: Data Collection > Advertising Report Features: ON,
- ❏ **Link Google Analytics to your Google Adwords account:**
    - ➢ Admin > Property: Product Linking: Adwords Linking > New Link Group,
- ❏ **Create a remarketing audience for all visitors:**
    - ➢ Admin > Property: Remarketing: Audiences > New Audience,
- ❏ **Create a conversion goal for email sign ups:**
    - ➢ Admin > View: Goals > New Goal > Custom - Destination - Equals to (or Regular Expression) - /XYZ
- ❏ **Enable E-Commerce data to track Kickstarter sales:**
    - ➢ Admin > View: Ecommerce Settings > Enable Ecommerce: ON, Enhanced Ecommerce Settings: OFF (*Note: do not turn "Enhanced settings on" or it will break Kickstarter's tracking*)

FACEBOOK AD ACCOUNT:

Go to your Ad Account in [Facebook Ads Manager](#):

- ❏ **Update Ad Account information:**
    - ➢ Ads Manager > Account Settings > Account Information,
- ❏ **Assign Ad Account administrators, advertisers:**
    - ➢ Ads Manager > Account Settings: Page Roles > Add a Person: Ad Account Advertiser,
- ❏ **Update payment methods and add a 2nd one (just in case):**
    - ➢ Ads Manager > Billing > Add Payment Method,
- ❏ **Check Ad Account billing threshold and spending limits:**
    - ➢ Ads Manager > Billing,
- ❏ **Generate your Facebook Pixel and install it on your website:**
    - ➢ Ads Manager > Tools: Pixels > Actions: View Pixel,
    - ➢ Copy and paste the code into the *Head* section of your website's template,
- ❏ **Upload your entire email list as a Custom Audience:**
    - ➢ Ads Manager > Create Audience: Custom Audience > Customer List > Upload a File (*you will need a .csv file with the emails*),
- ❏ **Create Lookalike Audiences from your email list:**
    - ➢ Ads Manager > Create Audience: Lookalike Audience,
    - ➢ Note: have to create lookalike audiences for each country, and need at least 100 people from a country in the email list/conversion pixel,
    - ➢ Create different percentage (1% - 10%) lookalike audiences, depending on the country and size,
- ❏ **Create a Website Custom Audience (remarketing) for all visitors:**
    - ➢ Ads Manager > Create Audience: Custom Audience > Website Traffic > Anyone Who Visits Your Website: 180 days,
- ❏ **Create other Website Custom Audiences:**
    - ➢ for landing page,
    - ➢ for sign-up page,
    - ➢ for confirmation page (if applicable),
    - ➢ …

WEBSITE / LANDING PAGE:

- ❏ Create **responsive** landing page and thank you page (*mobile first!!*),

- ❏ Update page **Meta Title** and **Meta Description**,

- ❏ Implement **Facebook's Open Graph tags** for correct rendering on Facebook,

- ❏ Use [Facebook Debug Tool](#) and force Facebook to scrape new landing page information,

- ❏ Install **Google Analytics** tracking code on your website,

- ❏ Install **Facebook Pixel** on your website,

- ❏ Install Google **Adwords remarketing** code on your website,

- ❏ Install **AdRoll/Perfect Audience/Twitter remarketing** codes on your website,

- ❏ Install Facebook **conversion pixel/custom conversions/standard event** on the thank you page,

- ❏ Set up a **Google Analytics goal** to track sign-ups,

- ❏ Write clear **benefit-driven** headline, sub-headline, and sales copy,

- ❏ Add **social sharing buttons** on the thank you page (*linking to the landing page*),

- ❏ Add **2 sign-up forms** on the landing page: 1 at the top, 1 at the bottom,

- ❏ Add an **exit-intent pop-up** form - use the [List Builder](#) tool by SumoMe,

- ❏ Connect sign-up forms with your **email service provider**,

- ❏ **Disable** two-step email confirmation (*everyone who signs up should **immediately** be confirmed and added to your email list.*)

EMAIL CAMPAIGNS:

❏ Sign up for an **email service provider** of your choice:
  ➢ Mailchimp, Aweber, ConvertKit...
❏ Add **administrators/editors** to your account,
❏ Create a **new List** for your crowdfunding campaign,
❏ **Disable** two-step email confirmation for the List,
❏ **Update** List default / privacy settings,
  ➢ e.g. "From" should be "*Name | Company*",
❏ Prepare unique **UTM tracking** parameters to track each email campaign,
❏ Create an **autoresponder campaign**, triggered immediately after a sign up:
  ➢ **DAY 0** (*immediately*): thank people for signing up, let them know about the next emails, ask who they are and where they come from,
  ➢ **DAY 1** (*24h later*): define your (*and your audience's*) most painful problem and tell why it matters,
  ➢ **DAY 2** (*24h later*): define the incredible revelation you had about the problem/industry/product - what's broken and what can be fixed, emphasize your authority in the subject,
  ➢ **DAY 3** (*24h later*): define the struggles you went through to create the dream solution to everyone's pains,
  ➢ **DAY 4** (*24h later*): re-iterate the unique benefits of the product, add social proof, ask for opinion about the product,
❏ Prepare **email broadcasts** (***not** sent automatically*):
  ➢ **DAY X** (*24h before the launch*): sharing the exact time of the launch by timezones, mention scarcity of the exclusive rewards, ask for confirmation - will they back you?
  ➢ **DAY Y** (*launch time*): ***sell, sell, SELL!!!***
  ➢ **DAY Y** (*immediately after hitting initial goal*): less aggressive - thank to all backers, remind scarcity, add positive comments and social proof.

FACEBOOK AD CAMPAIGNS:

❏ **Research your target audiences with [Audience Insights](#):**

➢ Ads Manager > Tools: Audience Insights,

➢ Enter the seed audience you want to analyse in the sidebar and click "*Page Likes*" in the top menu bar to identify the main pages people follow,

➢ Write down a list of as many pages/brands/websites/authors that might be relevant to your product and target audience,

❏ **Set up campaigns by countries or regions:**

➢ Website Conversions objective,

➢ countries must be with similar purchasing power and similar CPM; **US separately**,

❏ **Set up split-tests for your audiences and placements:**

➢ ~5 interests x 2 placements (*mobile news feed and desktop news feed*) = ~10 ad sets in each campaign,

➢ Exclude people who clicked on the ads by excluding the Website Custom Audience for 180 days,

❏ **Set up ads:**

➢ Design 3 ad images of your product (*1200x628px in dimensions, saved in .png*),

➢ Write down 2 text variations (*headline/link description/post text combinations*) in a spreadsheet,

➢ Create 6 ad variations as unpublished posts in Power Editor,

➢ Set up 6 ads in each ad set by selecting the unpublished posts,

❏ **Attach conversion tracking to ads:**

➢ Connect conversion tracking pixels to each ad,

➢ Add UTM parameters in URL Tags field to identify your campaign in Google Analytics,

❏ **Use Ad Reports to optimise the campaigns:**

➢ pause the worst 3-4 ads in each ad set after 1-2 days,

➢ pause the worst 5-7 ad sets and reallocate the budget to the winners,

➢ analyse different breakdowns (country, gender, age) to remove the worst demographics from targeting,

- ➢ pause all ads but 1 - the overall winner across all ad sets - after another 1-2 days,
- ➢ push all the advertising budget until an uncomfortable cost per registration,
- ➢ stop the ad campaigns 4-5 days before the launch day to allow the autoresponder campaign to complete,

❏ **Respond to feedback on ads:**
- ➢ Reply to as many comments, questions you receive on the ads, thank people,
- ➢ Hide or delete insulting comments and ban people who wrote them.

❏ **Launch a remarketing campaign on the day of the launch:**
- ➢ Target your Website Custom Audience and send people directly to the Kickstarter/Indiegogo landing page - let it run for 3-5 days and then pause it, so that you don't overwhelm people.

❏ ***Rock on!***

There you go!

I hope this checklist will help you with your next crowdfunding pre-launch campaign.

If you know anyone that might find the checklist useful too, feel free to share it with them.

And if you have any questions about Facebook advertising or would like to discuss your projects individually, contact me on www.AdomasBaltagalvis.com or send an email to adomas@adomasbaltagalvis.com.

Cheers and talk soon!
Adomas