



Checklist 5 - Posting Product Teasers

Project Name: _____

Date: _____

Yes No

Even though your product is excellent, and it's been selling like hotcakes, it's always wise to create a hype about your upcoming product on Instagram. This makes your audience very excited, and they get engaged more easily, and your product gets sold immediately.

Before launching your product, you have to create buzz and post some product teasers on Instagram, which can be of different types.

Some of the ways and types of product teasers are as follows:

You Can Create Behind-The-Scenes Videos:

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | This is one of the most effective ways to enhance your marketing. By doing so, you'll create buzz on Instagram before the launch of your product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Create a behind-the-scenes video. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Make use of IGTV features or Instagram live to develop such footage showing your hard-working team managing the product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | You can post the making of your product video as a teaser on your feed as well. | <input type="checkbox"/> | <input type="checkbox"/> |

Get mysterious:

Notes

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5 You can use this technique to create a mystery about your product on Instagram.

6 One of the forms of product teasers is posting the number of hours left in the release of new products.

7 This type of teaser will make the audience enthusiastic about the upcoming product and enhance your marketing.

Use LinkedIn:

8 Using ads is a very wise move, and by using LinkedIn, you can post your product ad.

9 In this ad, ask people to fill out a form and give them something in return.

10 This can be a free trial or some updates about your product launch.

11 As a result of this process, your audience will get excited about the new product of your brand.

Teaming Up With Influencers:

12 Influencers can be found everywhere on Instagram, take their help.

Notes



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- 13
Pair up with such influencers and ask them to post your product teasers.
- 14
This way, the traffic of the audience will be attracted to your product.
- Arrange Giveaways And Contests:**
- 15
Using this step is an effective way to create a buzz about your product.
- 16
Arrange contests and giveaways about your product and ask questions about the probability of new products, i.e., what the audience thinks it can be.
- 17
To enhance the curiosity of your audience, post informational videos about your product that will act as product teaser.
- 18
Start taking pre-orders for your product, and it will be sold effectively.

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