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Product Drop Checklist



Introduction

When done right, product drops are a powerful sales and marketing tool. They transform your products from something you wish customers would buy into something your customers wish they could buy.

This 9-step checklist covers the key decisions and actions you need to take before, during, and after a successful product drop.

This checklist assumes you already have your product designed, manufactured, and ready for release. But if you need some extra inspiration, check out our blog with [23 examples of successful product drops and brand collaborations.](#)

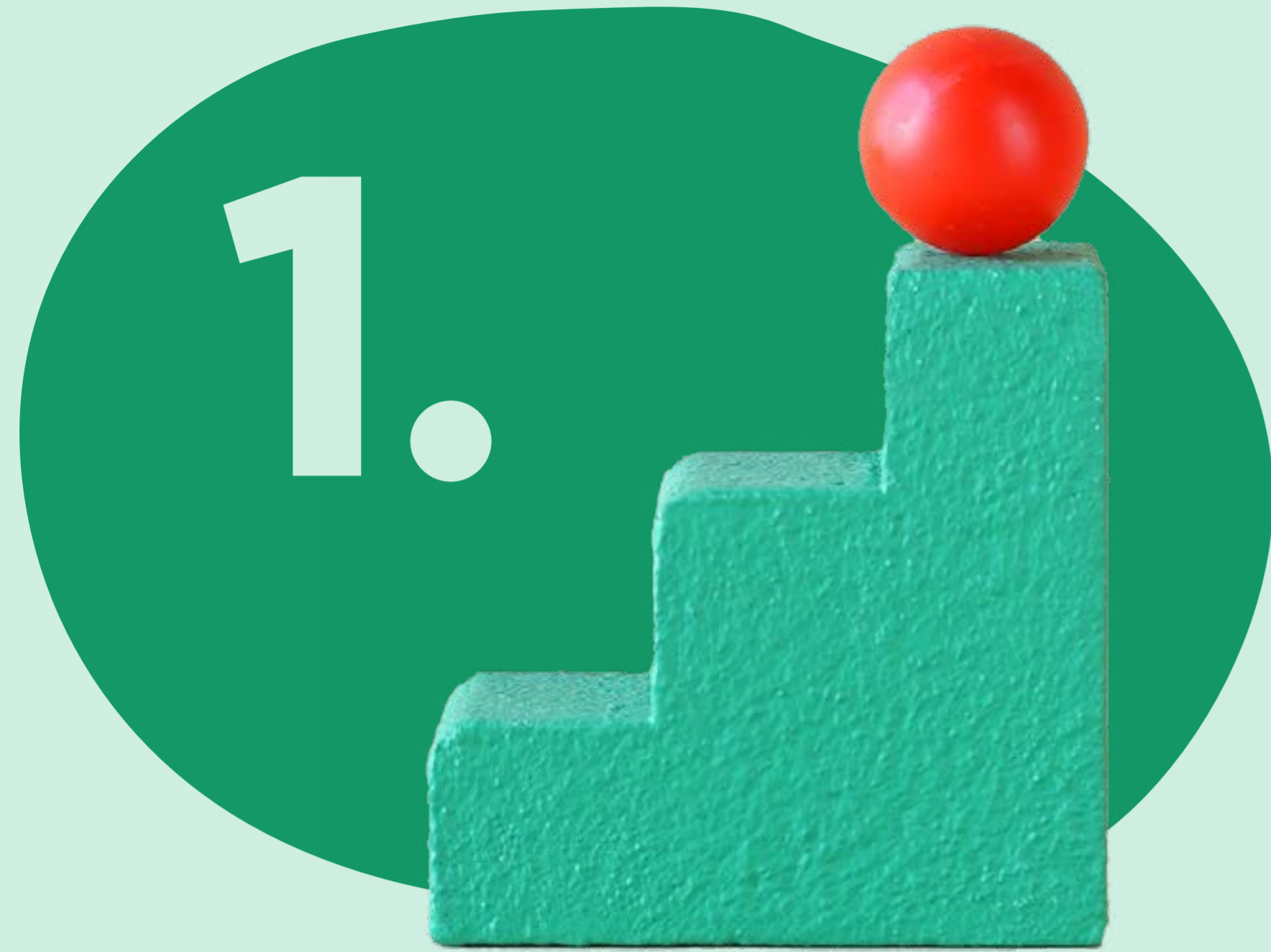
Fill in the blanks and check the boxes as you prepare to release your new products, and your drops will be set up for success.

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1. Determine your purpose & goals





Determine your purpose & goals

A product drop involves a lot of people. Even if you think you know the ins and outs of your drop, it's important to answer a few key questions before the launch. This not only helps you stay on track but also enables your key stakeholders –creative team, developers, marketing—to orient themselves. Have a product drop one-pager that answers these questions:

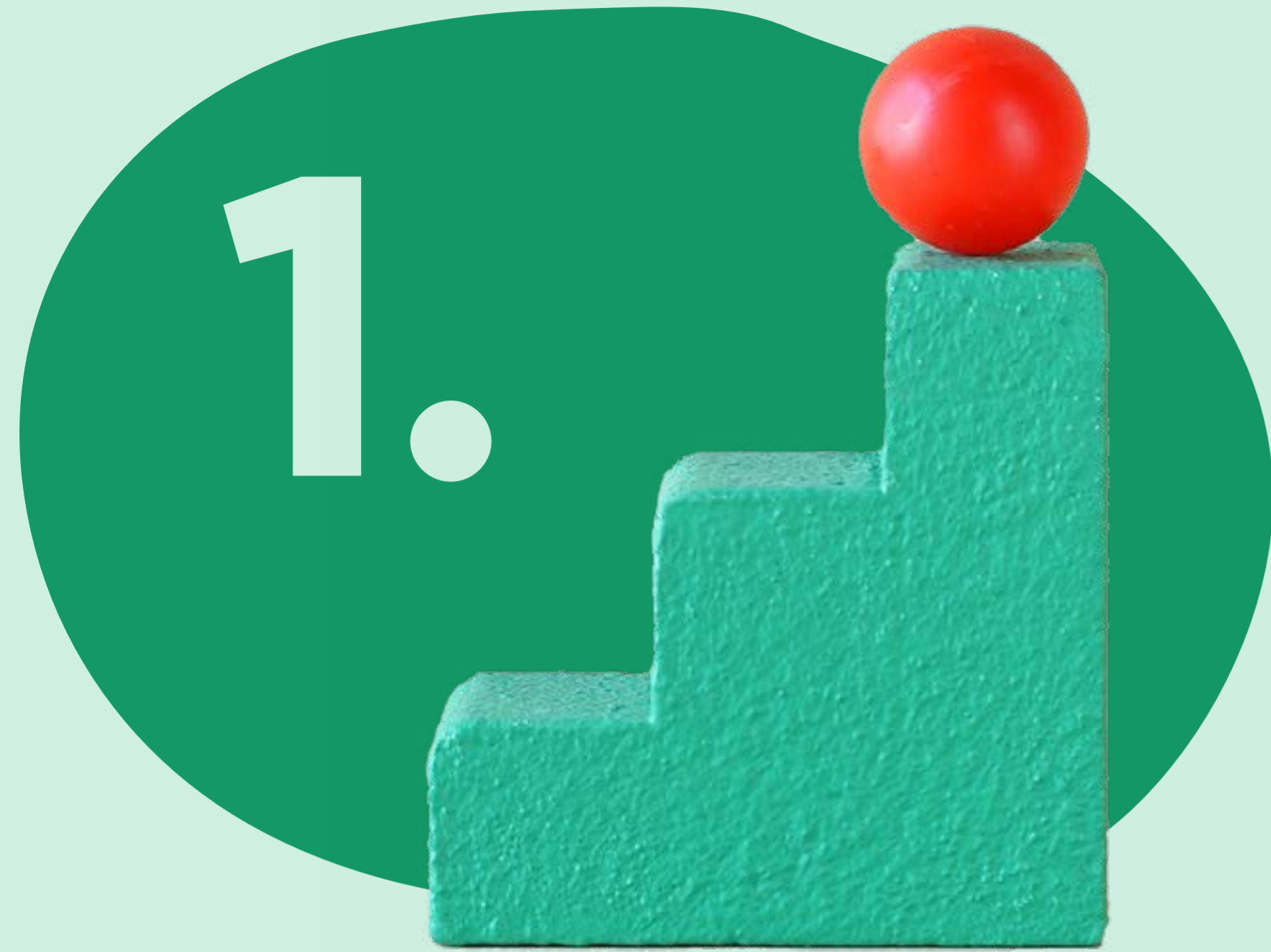
What is the product & what makes it unique?

|

Who is the target customer?

What are the goals & KPIs for the drop (sales, social media impressions, newsletter sign-ups)?





Determine your purpose & goals

What is the timeline for the drop & promotions?

When does the drop start & end?

Who is in charge of what?



2. Choose your promotion & sales channels



Choose your promotion & sales channels

Where you promote your drop and where you sell your product is almost as important as the product itself. Product drops are all about hype and brand affinity, so it's crucial you get your promotional material in front of the right people and tell them where to go on drop day. Product drops are particularly popular among Gen Z and millennials, so many retail marketers focus their product drop marketing attention on social media and influencer marketing.

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We're promoting our drop through:

Paid ads

Earned media

Our website
(banner or promotional images on homepage)

Influencers

Partners/collaborators' site & socials

Pro tip

To heighten scarcity & create stronger brand touchpoints, many brands run product drops exclusively direct-to-consumer

Customers can purchase the product:

On our site

On our app

On our collaborators site/app

In stores

On marketplaces

We've aligned our promotions & timeline with partners, collaborators & key stakeholders

3. Promote the drop & build hype





Promote the drop & build hype

Drops succeed because of scarcity marketing and anticipation. While huge brands like Nike can generate hype and interest with unannounced "shock drops", most product drops need promotion to succeed. Here are some key promotional tactics to help build hype for your drop:

Send the product to key influencers ahead of the drop

Tease the product on social media

Create highly shareable content

Create a product drop hashtag for customers to use

Reach out to affiliate outlets with product drop calendars & news, such as Hypebeast & Complex

Use scarcity marketing tactics to build hype & urgency

Use anticipation psychology tactics to create excitement & improve the experience

Use product drop features on Instagram & Twitter

Promote the drop on your (& your collaborator's) website

Use vanity URLs & UTMS with influencers & partners

Have a clear announcement on social media & your site, so people can find it via search engines

Run giveaways or other promotional tactics

4. Optimize the site experience



4.

Optimize the site experience

Your site is where you'll want to direct people, both before and after the drop. Before the drop, ensure visitors can access a page where they can find information and images about the product, and include an email capture form to give them the chance to act on their interest.

Create a dedicated landing page for your drop

Ensure high-quality product images & a concise explanation of the product

Answer common drop questions (timing, set-up of sale, quantity of inventory)

Include a countdown timer

Put the drop behind a log-in wall, or email out an invite-only link for added exclusivity & email capture

Choose an option for email capture:

Waitlist

Pre-sale

Drop notification

Raffle entry





**5. Ensure your site
is prepared for
high traffic**



5.

Ensure your site is prepared for high traffic

If you generate interest in your drop, you'll experience high levels of traffic on drop day. Ahead of then, it's crucial you understand what kind of traffic you can handle and optimize your site to be ready. The sudden, compressed traffic spikes that product drops attract have caused dozens of major sites to crash.

Ensure the page is designed with speed in mind

Run a load test to determine how much traffic your drop can handle

Identify potential bottlenecks & third-party points of failure

Identify performance-intensive features & optimize

Run an internal drop & test the launch first

Be generous with your traffic estimates—it's better to overprepare than to have a site crash or face significant slowdowns

Scale your servers to accommodate higher traffic levels

Use a virtual waiting room to handle sudden traffic surges and/or bot traffic

6. Deliver fairness for fans & customers



Deliver fairness for fans & customers

The scarcity of drops means some customers will get product while others miss out. It also means savvy scalpers and resellers will likely target your sale. This makes it crucial retailers consider and prioritize fairness for their drops, both on and offline.

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Set purchase limits (i.e., 2 purchases per verified customer, address, or credit card)

Implement bot mitigation strategies

Choose your sales delivery method:

Raffle (in store or online)

First-come, first-served queue (in store or online)

A randomized queue to enter the drop (online)

The free for all: when the page simply goes live at a set time & whoever gets product gets it (online)

Determine how you'll handle those who didn't get access to the product:

Give early-access to next drop

Offer recommendations for similar products

Provide a discount code

Pro tip

You can learn more about fairness and different product drop sales delivery methods [here](#).



7. Prepare staff



Prepare staff

Preparing your staff is the final crucial step before drop day. Having a team of capable people ready for the drop is essential. Ensure:

Staff know their responsibilities & have clear communication channels

Customer service is ready & staff are monitoring social media

Technical support is monitoring for issues & have plans for solutions

All major parties & third-party services are informed about the drop

You have a war room, virtual or physical, where staff can quickly gather to solve problems if they arise

8. Engage your customers





Engage customers

The key marketing benefit of a hyped drop is creating a brand moment and achieving concentrated touchpoints with a wide audience. But if you're not prepared to engage and nurture this audience, this potential may go to waste. That's why it's essential you plan how to engage your customers and make the most out of your brand moment.

Level up packaging & use parcels as promotional tools

Share & engage with user content on social media

Create highly shareable content for those who got the product, such as Nike's highly shared "Got 'em" image

Capture additional sales with a redirect or suggested product display on the landing page once the drop is sold out

Give invite-only access to future drops or restocks



Use gathered email addresses strategically:

Notify about upcoming drops or product restocks

Suggest similar products to them

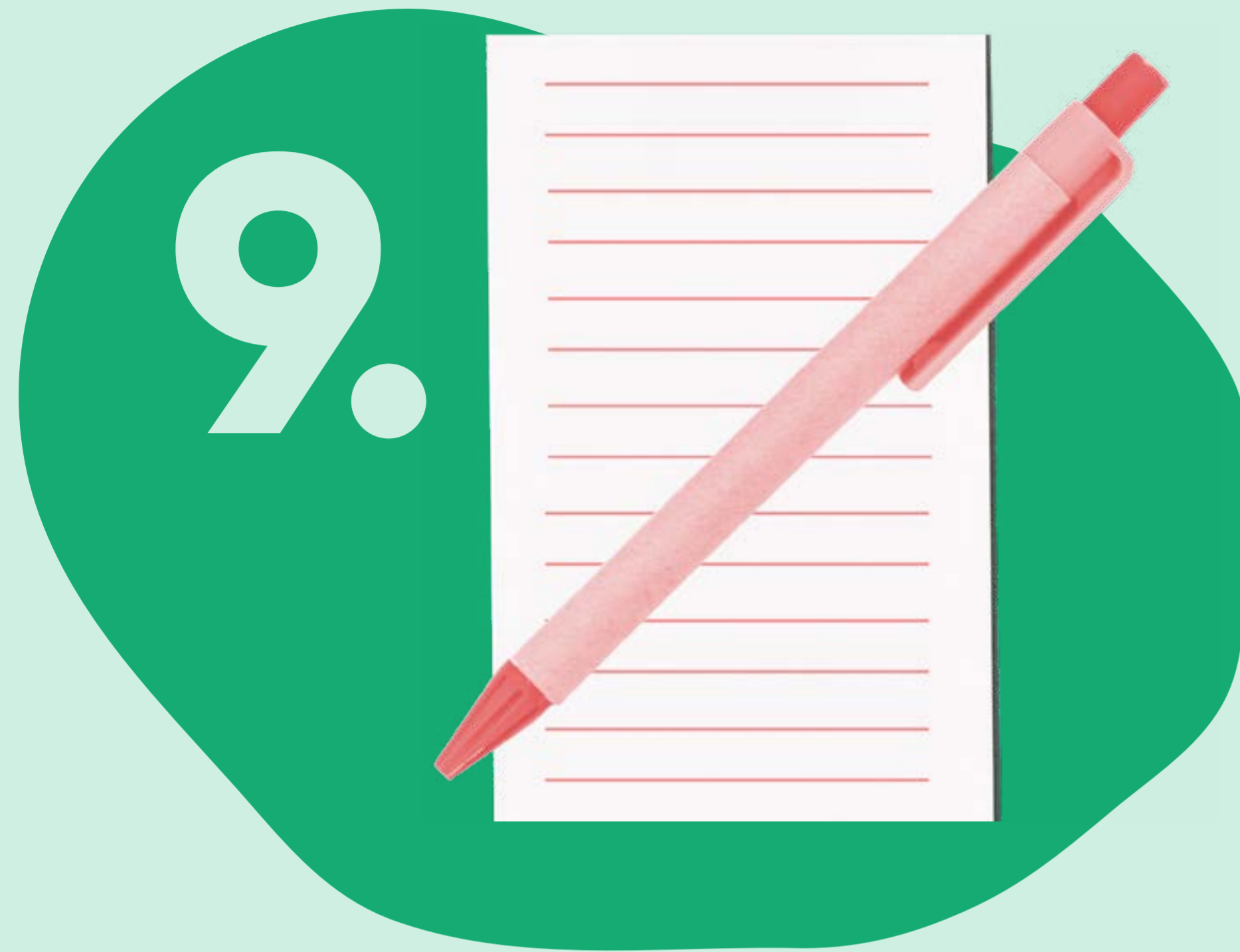
Reward them with a small discount

Give invite-only access to future drops or restocks





9. Post-sale audit & planning your next drop



Post-sale audit & planning your next drop

Most product drops are about more than just the sales of the product you're dropping. They're about the level of interest in your brand, the amount of organic exposure, the new followers or email addresses captured. For brands adopting a product drop strategy, each drop should provide lessons for the next.

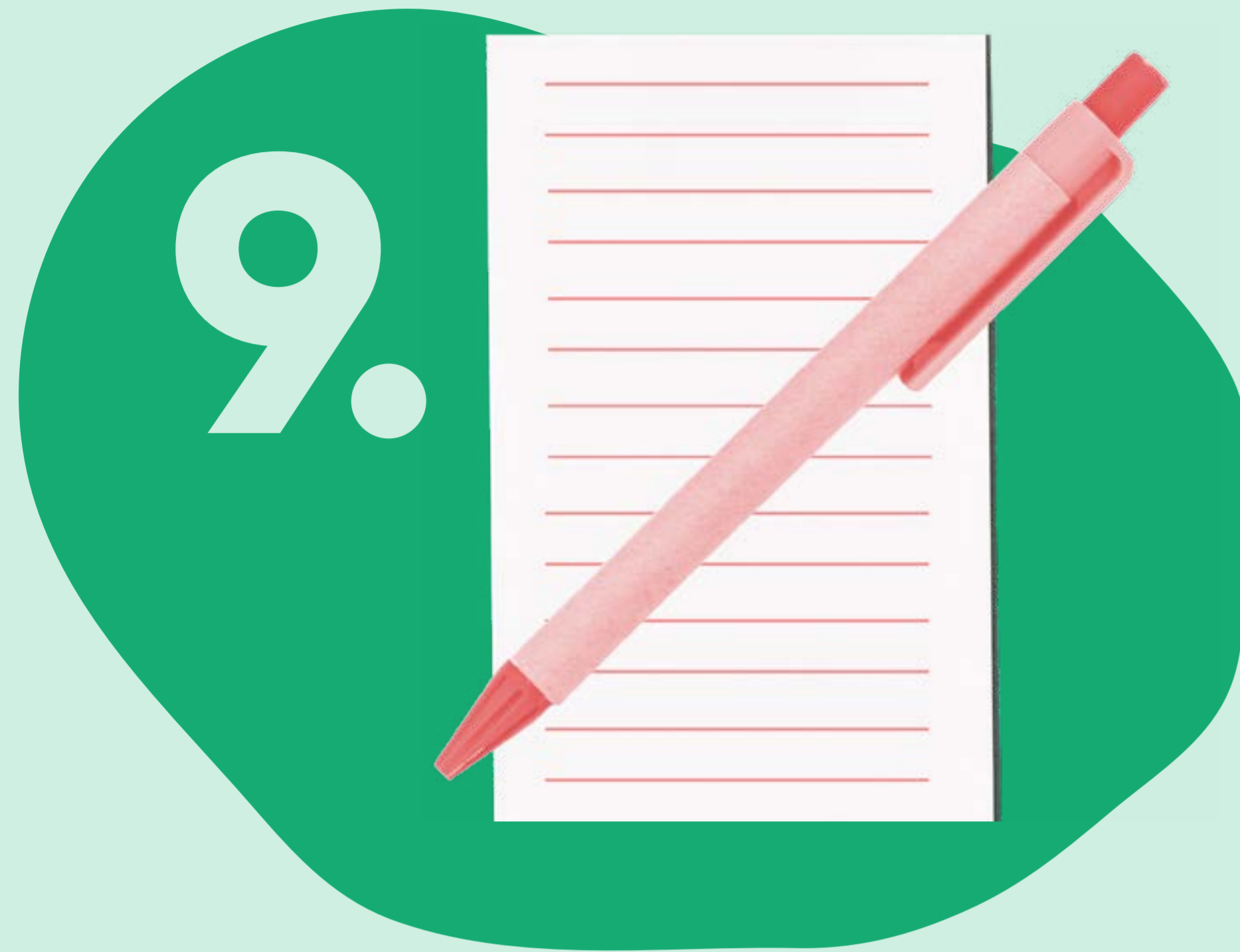
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What met expectations?

What failed to meet expectations?

What exceeded expectations?





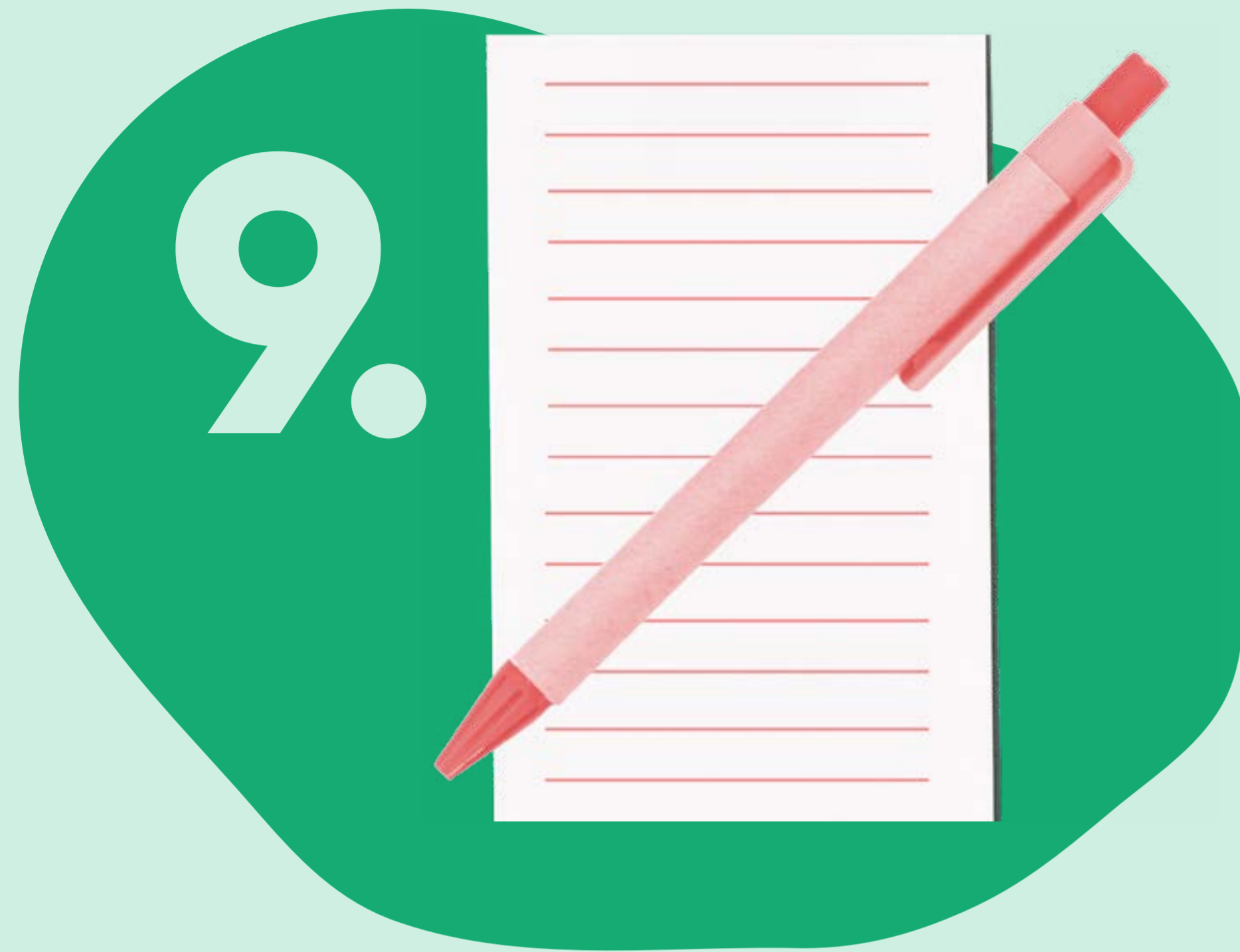
Post-sale audit & planning your next drop

What was the feedback from customers?

What were the most common questions?

Where were customers confused?





Post-sale audit & planning your next drop

Did we do enough to block bots?

**Which promotional channels provided
the most value?**

**How engaged are followers & newsletter
subscribers after the drop?**

What are we dropping next?

Pro tip

You can check credit card information and/or addresses for duplicates to determine if people have exploited your sale with multiple orders.

**Create a fair & reliable
product drop with
Queue-it's virtual
waiting room**

[Discover how](#)