Social Media Launch Post Templates

10-Platform Copy-Paste Pack

Announce your digital product with proven posts that convert followers into buyers across all platforms

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How to Use These Templates

1. **Replace the bracketed text** with your specific details
2. **Customize the tone** to match your brand voice
3. **Add relevant emojis** for your audience
4. **Test different versions** to see what works best
5. **Post at peak times** for your audience

Pro Tip: Don't post the same content everywhere. Each platform has its own culture and expectations.

Platform 1: Facebook

Template A: Story-Driven Launch

🚀 I just hit "publish" on something I'm really proud of!

After [time period] of [struggling with/mastering] [problem/topic], I finally created a [product type] that gets you results in [timeframe].

Here's what happened: [brief personal story about the problem]

That's when I realized other [target audience] were dealing with the same thing. So I put everything I learned into a simple [product format].

✅ What's inside:
• [Benefit 1 - specific result]
• [Benefit 2 - time/money saved]
• [Benefit 3 - what they avoid]

• [Benefit 4 - bonus included]

Perfect for [target audience] who want [desired outcome] without [common struggle].

🎯 Launching at just $[price] for the first [time period].

Grab yours here: [link]

Questions? Drop them below! 👇

#[YourNiche] #[ProductType] #[RelevantHashtag]

Template B: Problem/Solution Focus

❌ PROBLEM: [Specific frustrating situation your audience faces]

✅ SOLUTION: [Your product name]

I used to [personal struggle with the problem]. Then I discovered [key insight/method].

Now I've packaged everything into a [product type] that helps you [main benefit] in just [timeframe].

🎁 What you get:
→ [Specific deliverable 1]
→ [Specific deliverable 2]
→ [Specific deliverable 3]
→ BONUS: [Extra value item]

💰 Regular price will be $[higher price], but you can get it for just $[launch price] this week only.

Ready to [achieve desired result]?
Get instant access: [link]

#[RelevantHashtag] #[YourNiche]

Platform 2: Instagram

Template A: Visual Story Post

✨ IT'S LIVE! ✨

My first digital product is officially here and I'm honestly a little nervous but SO excited! 🙇🏽‍♀️

📖 [Product Name]: [One-line description]

This [product type] is for [target audience] who are tired of [main frustration] and ready to [desired outcome].

💫 Inside you'll find:
◆ [Benefit 1]
◆ [Benefit 2]
◆ [Benefit 3]
◆ [Bonus item]

🏷️ Launch price: $[price] (normally $[higher price])
⏰ Available for [time limit] only

Link in bio or DM me "READY" for direct access!

Who's joining me? Drop a 🙌 below!

#[YourNiche] #DigitalProduct #[RelevantHashtag] #[YourBrand] #LaunchDay

Template B: Behind-the-Scenes

The moment I hit "publish" on my first digital product 😭 ✨

Swipe to see the journey ➡️
(Screenshots of creation process, coffee cups, late nights, etc.)

After [time period] of [process], [Product Name] is finally here!

It's a [product type] that helps [target audience] [main benefit] without [common obstacle].

🎯 What makes this different:
• [Unique angle 1]
• [Unique angle 2]
• [Unique angle 3]

Perfect for you if:

✓ You're [specific situation]
✓ You want [specific result]
✓ You're ready to [take action]

$[price] for the launch week only 🔥

Get yours → link in bio
Or comment "INFO" for details

#LaunchDay #[YourNiche] #DigitalEntrepreneur #[RelevantHashtag]

Platform 3: Twitter/X

Template A: Thread Launch

📝 I just launched my first digital product and here's what I learned about going from idea to income in 72 hours:

1/ The problem: [Specific pain point your audience faces]

2/ Most solutions are [what's wrong with alternatives - too expensive, too complicated, etc.]

3/ So I created [Product Name] - a [product type] that [main benefit] in [timeframe]

4/ What's inside:
→ [Benefit 1]
→ [Benefit 2]
→ [Benefit 3]
→ BONUS: [Extra item]

5/ Perfect for [target audience] who want [result] without [obstacle]

6/ Launch price: $[price] (goes up to $[regular price] next week)

7/ Get instant access: [link]

Questions? Reply below! 👇

#[YourNiche] #DigitalProducts #LaunchDay

Template B: Simple Announcement

🚀 LIVE: [Product Name]

A [product type] for [target audience] who want to [main benefit] in [timeframe].

✅ [Benefit 1]
✅ [Benefit 2]
✅ [Benefit 3]
✅ [Bonus]

$[price] for launch week only.

Get it: [link]

#[YourNiche] #LaunchDay

Platform 4: LinkedIn

Template A: Professional Story

Today marks a milestone in my entrepreneurial journey - I just launched my first digital product! 🎉

As a [your profession/background], I kept seeing [target audience] struggle with [specific problem]. The existing solutions were either too [expensive/complicated/time-consuming].

That's when I decided to create [Product Name] - a [product type] that delivers [main benefit] in just [timeframe].

📋 What's included:
• [Professional benefit 1]
• [Professional benefit 2]
• [Professional benefit 3]
• Bonus: [Additional value]

This resource is designed for [target audience] who want to [professional goal] without [common obstacle].

🎯 Launch pricing: $[price] (regular price $[higher price])
⏰ Available through [end date]

Access link in the comments below.

I'd love to hear your thoughts - what challenges are you facing in [relevant area]?

#DigitalProducts #[YourIndustry] #ProfessionalDevelopment #Entrepreneurship

Template B: Value-First Approach

After [time period] of helping [target audience] with [problem area], I noticed the same questions coming up repeatedly:

❓ "[Common question 1]"
❓ "[Common question 2]"
❓ "[Common question 3]"

Instead of answering these individually, I compiled everything into [Product Name] - a comprehensive [product type].

💼 Key outcomes:
→ [Professional benefit 1]
→ [Professional benefit 2]
→ [Professional benefit 3]

This is particularly valuable for [target audience] who need to [specific professional goal] but don't have [time/budget/expertise] for [traditional solution].

Early bird pricing: $[price] through [date]

Comment "INTERESTED" and I'll send you the details.

What's the biggest challenge you face with [topic area]?

#[YourIndustry] #ProfessionalGrowth #DigitalResources

Platform 5: TikTok

Template A: Hook-Heavy Video Script

POV: You just launched your first digital product 🤯

[Show yourself hitting publish, celebrating, etc.]

✨ What I created: [Product Name]
✨ Who it's for: [Target audience]
✨ What it does: [Main benefit in simple terms]
✨ How much: $[price]
✨ Where to get it: Link in bio!

The best part? It took me just [timeframe] to create using [method/tool].

Who's ready to [achieve result]? 👇

#DigitalProduct #SideHustle #[YourNiche] #Entrepreneur #LaunchDay #PassiveIncome

Template B: Educational Hook

3 things I wish I knew before creating my first digital product:

1️⃣ [Lesson 1 - keep it short and punchy]
2️⃣ [Lesson 2 - relatable struggle]
3️⃣ [Lesson 3 - surprising insight]

That's why I created [Product Name] - to help you skip the mistakes and get results faster 📈

✅ [Quick benefit 1]
✅ [Quick benefit 2]
✅ [Quick benefit 3]

$[price] launch price - link in bio!

Save this if you're thinking about creating your own product 💾

#DigitalProducts #[YourNiche] #CreateOnline #SideHustle #EntrepreneurTips

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Platform 6: YouTube Community

Template A: Community Poll + Announcement

🎉 BIG NEWS: My first digital product is LIVE!

After seeing so many of you ask about [topic/problem], I finally created [Product Name] - a [product type] that helps you [main benefit].

📊 POLL: What's your biggest challenge with [topic area]?
• [Option 1]
• [Option 2]
• [Option 3]
• [Option 4]

💡 Inside my new [product type]:
✓ [Benefit 1 - addresses poll option]
✓ [Benefit 2 - addresses poll option]
✓ [Benefit 3 - addresses poll option]
+ BONUS: [Extra value]

Launch week special: $[price] (regular price $[higher price])

Link in channel description! Let me know what you think 👇

Platform 7: Pinterest

Template A: Pin Description
🔥 NEW RESOURCE: [Product Name]

Finally! A simple [product type] that helps [target audience] [achieve result] without [common struggle].

✨ Perfect for:
→ [Specific audience trait 1]
→ [Specific audience trait 2]
→ [Specific audience trait 3]

📋 What's included:
• [Benefit 1]
• [Benefit 2]
• [Benefit 3]
• BONUS: [Extra item]

💰 Launch price: Just $[price] (save $[amount])

Get instant access + start [achieving benefit] today!

#[YourNiche] #[ProductType] #[TargetAudience] #DigitalDownload #[RelevantKeyword]

[Link to product]

Platform 8: Threads

Template A: Simple Launch Post

Just launched my first digital product and I'm honestly shaking 🥳

[Product Name] is a [product type] for [target audience] who want [main benefit] fast.

What's inside:
- ◆ [Benefit 1]
- ◆ [Benefit 2]
- ◆ [Benefit 3]

$[price] for launch week only.

Anyone else get nervous launching new things? Just me? 😂

Link: [URL]

#LaunchDay #DigitalProduct #[YourNiche]

Platform 9: Reddit

Template A: Value-First Community Post

Title: I created a [product type] for [community topic] - here's what I learned

Hey [community name]!

I've been lurking here for [time period] and kept seeing posts about [common problem]. As someone who [your credentials/experience], I decided to create something that might help.

[Product Name] is a [product type] that covers:

• [Benefit 1 - specific to community needs]
• [Benefit 2 - addresses common questions]
• [Benefit 3 - solves frequent problems]

What makes this different: [Unique angle relevant to community]

I'm offering it at launch price ($[price]) to this community first before posting elsewhere.

Not trying to spam - genuinely think this could help folks here who are dealing with [problem]. Happy to answer any questions!

[Link if allowed by community rules, or "DM me for details"]

Edit: Thanks for the feedback everyone! [Respond to community comments]

Platform 10: Email Launch

Template A: Launch Announcement Email

**Subject: It's here! [Product Name] is officially live 🚀 **

Hi [First Name],

I'm equal parts nervous and excited to share this with you...

My first digital product, **[Product Name]**, just went live!

Here's the backstory:

[Brief personal story about why you created this - 2-3 sentences]

That experience taught me [key insight], which became the foundation for this [product type].

What you get inside [Product Name]:

✅ [Specific benefit 1 with outcome]
✅ [Specific benefit 2 with outcome]

✅ [Specific benefit 3 with outcome]
✅ **BONUS:** [Extra value item]

Perfect for you if:
• You're [specific situation 1]
• You want [specific result 2]
• You're tired of [common frustration 3]

Special launch pricing: Just $[price] (regular price will be $[higher price])

Get instant access here: [Link]

This launch price is only available through [end date], then it goes to regular pricing.

Questions? Just reply to this email - I read every single one!

Talk soon,
[Your name]

P.S. I'm genuinely curious - what's your biggest challenge with [topic area] right now? Hit reply and let me know!

Bonus: Cross-Platform Launch Strategy

Week 1 Schedule:

- **Day 1:** Facebook + Instagram + Email
- **Day 2:** Twitter thread + LinkedIn + TikTok
- **Day 3:** YouTube community + Pinterest + Threads
- **Day 4:** Reddit communities (where appropriate)
- **Day 5-7:** Follow-up posts and engagement

Engagement Tactics:

1. **Ask questions** in your posts to boost engagement
2. **Respond to every comment** within 2 hours if possible
3. **Share behind-the-scenes** content between main posts
4. **Create polls** about your topic to generate discussion
5. **Use platform-specific features** (Stories, Reels, Live videos)

Content Repurposing:

- Turn your launch post into a **blog article**
- Create **quote graphics** from key benefits
- Make **short video testimonials** from feedback
- Design **infographics** showing your process
- Record **podcast episodes** about your launch experience

Customization Tips

For B2B Products:

- Focus more on LinkedIn and Twitter
- Use professional language and industry terms
- Emphasize ROI and business outcomes
- Include case studies or data points

For B2C Products:

- Prioritize Instagram, TikTok, and Facebook
- Use more casual, conversational language
- Focus on personal benefits and lifestyle improvements
- Include more visual and emotional content

For Different Price Points:

- **Under $20:** Emphasize instant gratification and quick wins
- **$20-$50:** Focus on comprehensive value and bonuses
- **$50+:** Highlight transformation and long-term benefits

Remember: The best template is one that sounds like YOU. Use these as starting points and adjust the tone, language, and style to match your unique voice and brand personality.