

Startup Marketing Checklist

For Tech Products

Here are the traffic sources that work well for tech products (SaaS, apps, plugins):

- [Hacker News](#) – it doesn't have a high conversion %, but HN can send a lot of traffic your way, especially if it's to a blog post that delivers a lot of value to the community. ([Example](#))
- [Reddit](#) – similar conversion % to HN, but great for building awareness + getting leads. Again: make sure you post something that the community cares about. ([Example](#))
- [Twitter](#), [Facebook](#), etc. – sometimes the best traffic comes from social, because it's been recommended by folks. [Here's a great posting schedule.](#)
- [Quora](#) – search for keywords in your niche, and answer questions. When your answer is upvoted it rises to the top. ([Example](#))
- [Product Hunt](#) – it's likely you're on this list because of this post on PH. Product Hunt is only useful if you're marketing a tool, product, or major new feature. (Read [The ROI of Tool Marketing](#) for more info on this).
- [Google](#) – have you heard of them? Ranking highly for the right keywords can send a lot of [intent-to-buy](#) traffic.
- [Medium](#) – re-post your best content here. Get upvotes to climb the rankings. Submit to Publications for additional boost. ([Example](#))
- Other sites – do you have some content that would work really well on [Lifehacker](#), [The Next Web](#), or [Inc](#)? Pitch it to them! These sites can drive traffic + bring legitimacy to your product.

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There's no use in driving traffic to your website unless you've completed the following checklist:

- Do you have a well-defined target market?
Who are they? _____
- Is your target market reachable online?
Where do they congregate?
Site #1 _____
Site #2 _____
Site #3 _____
- Do you know their primary struggle?
What is it? _____
- Do you know how your product helps them make progress?
How does it help? _____

- Do you have product/market fit?
Proof #1 _____
Proof #2 _____
Proof #3 _____
(Examples: high NPS score, large number of pre-orders)