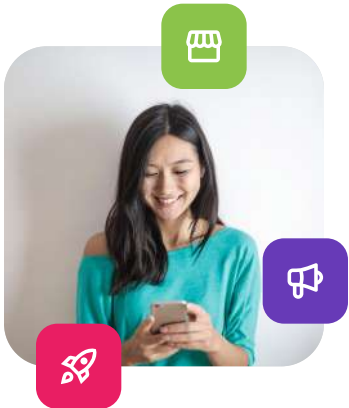


Product Drop Campaign Checklist

- Create a new product.
- Showcase it everywhere.
- Get more sales.



Welcome to the Castiron Product Drop Campaign Checklist - where we make it easy for YOU to build your food business.








In this guide, we share every step you need to create and market a successful product 'drop', which is a particular product featured on a date of your choosing.

Dive in, follow the process, and watch the magic. As always, reach out to us if you need any help at all. We are here for you!

Plan

☐ **Pick your product drop theme!**


Here are some ideas for the upcoming months:

- | | | |
|--------------------------|---|---|
| <input type="checkbox"/> |  Last chance summer products | Ingredients like tomato, peach, corn, zucchini. |
| <input type="checkbox"/> |  Limited-edition fall products | Ingredients like pumpkin, cranberry, apple, sweet potato, cinnamon, maple. |
| <input type="checkbox"/> |  Local sports team or tailgate themed | NFL weekends, NHL preseason, MLB playoffs, local high school or rec league. |
| <input type="checkbox"/> |  World Teachers Day on October 5 | Encourage your customers to buy treats for their children's educators! |
| <input type="checkbox"/> |  Halloween | Sweets, foods with pumpkin ingredients. |
| <input type="checkbox"/> |  Sale | Run a discount or limited time promo. |
| <input type="checkbox"/> |  New flavor or product | Show off your new product! |

Plan

☐ Start building your audience.

- ☐ Follow and interact with like minded businesses, potential partners, or locals in your area.


 **Tip:** Search by location or hash tag!

- ☐ Encourage your followers to join your email list in your Castiron store.

Plan







☐ Optimize your online channels.

- ☐ Perfect your social media bios.

 **Tip:** Read our blog all about this! [How to Write the Best Instagram Bio for Your Home Bakery](#)

- ☐ Write your story in the description section of your Castiron store. Don't be shy, share why you love your products, more about yourself or your family, or what makes your food different!

- ☐ Share your online store link:

- ☐  Facebook page - About, Call to Action, in your posts!
- ☐  Instagram bio
- ☐  Twitter bio
- ☐  TikTok bio
- ☐  NextDoor profile
- ☐  Email signature

- ☐ Create your products, make sure you have inventory, or plan time to create any preorders.

☐ Create your post calendar and graphics

When creating graphics, you can use our pre-built Canva templates* or create your own!

*Please reach out to our support team for help accessing Canva templates.

Assets due date:

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We suggest at least a week before launch day to keep stress levels low! 😊

Assets to create	Recommended asset size	How will the assets be used?
<input type="checkbox"/> Instagram grid post 1 <input type="checkbox"/> Facebook feed post 1	1080px x 1080px	Post on Instagram Grid and Facebook Feed with link to store on launch day.
<input type="checkbox"/> Instagram story post <input type="checkbox"/> Facebook story post	1080px x 1920px	Post in Instagram Stories and Facebook Stories with link to store on launch day.
<input checked="" type="checkbox"/> Product drop email image <div> How to: Castiron does this automatically for you with the Product Drop email template! </div>	1080px x 1080px	Email announcement about your new live product to email subscribers on launch day.
Email message template, text message template, or call script telling your friends and family you are creating a product drop - and asking them to tell their friends! <input type="checkbox"/>		Email/text/call to friends and family on launch day.
<input type="checkbox"/> Instagram grid post 2 <input type="checkbox"/> Facebook feed post 2	1080px x 1080px	Post on Instagram Grid and Facebook Feed again with link to store, using different graphic two days after launch day.

Launch

☐ Launch and market your product drop!

Launch day:

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Action	Date
<input type="checkbox"/> Post on Instagram Grid and Facebook Feed with link to store, using graphic 1.	On launch day:
<input type="checkbox"/> Post in Instagram Stories and Facebook Stories with link to store, using graphic 1.	On launch day:
<input type="checkbox"/> Send the Product Drop Email to subscribers. How to: Log into Castiron and navigate to the Marketing tab, then click the Product Drop email button.	On launch day:
<input type="checkbox"/> Send the email/text or call your friends and family and tell them you are creating a product drop - and ask them to tell their friends!	On launch day:
<input type="checkbox"/> Post on Instagram Grid and Facebook Feed with link to store, using graphic 2.	Two days after launch day:



Congrats on your new product drop from the Castiron team!

Hopefully this helped you know exactly what to do to start expanding your audience and making more sales. We encourage you to keep trying new things and unapologetically marketing your business. You make valuable products that create experiences people cherish, and you should be proud of that. We will be here for you every step of the way.

