Mobile App Launch Checklist

Pre-Launch Checklist

- ☐ Audience & Competitors
- ☐ Domain & Social Media Handles
- ☐ Existing Community & Influencers
- ☐ Submission Guidelines & Success Metrics
- ☐ Beta Release
- ☐ Press Kit Directory
- ☐ Lock Page Description
- ☐ Integrate App Software

Launch Checklist

- ☐ Submit App to Play Store
- ☐ Notify Audience and Influencers
- ☐ Design A Dashboard

Post-Launch Checklist

- ☐ User Engagement & Feedbacks
- ☐ Encourage Review & Rating

- [ ] Monitor Store Rank
- [ ] Prioritize Customer Requirements & Lock Road Map