

Mobile App Launch Checklist

Pre-Launch Checklist

Technical Preparations

- Complete final round of testing
- Optimize app performance
- Prepare backend infrastructure
- Set up monitoring tools
- Configure analytics

Store Preparations

- Prepare store listings
- Optimize screenshots and videos
- Write compelling descriptions
- Prepare privacy policy
- Set up legal documents

Marketing Preparations

- Prepare press kit
- Create marketing materials
- Set up social media accounts
- Plan launch campaigns
- Prepare email announcements

Launch Day Checklist

- Submit app to stores
- Monitor approval status
- Verify store listings
- Launch marketing campaigns
- Monitor app performance
- Track user feedback
- Monitor server performance
- Activate support channels

Post-Launch Checklist

- Monitor app analytics
- Collect user feedback
- Track performance metrics
- Plan first update
- Optimize marketing campaigns
- Review user reviews
- Monitor crash reports
- Plan feature roadmap

