Failing to get your partners aboard for the launch

Launching a software product demands a lot of effort, focus, and dedication. Details areas important as ever, and overlooking any of them can have disastrous results. Here are some of the most common mistakes you should avoid during product launch.

**Stage: Development**

- **Failing to perform a thorough stress test**
  - This is a crucial step that must be taken before launch to ensure that your software can handle the expected load.
- **Not testing the product yourself**
  - It is essential to test the product thoroughly to ensure its functionality and performance.

**Stage: Go-to-Market**

- **Not dedicating enough resources for planning and executing a marketing strategy**
  - Effective marketing is key to the success of your software product.
- **Not being realistic about the expenses**
  - Be realistic when assessing the costs of your product launch.
  - Most of the time, you WILL spend more than originally predicted, so it is even better to have a budget for unforeseen situations.

**Stage: Systems**

- **Failing to scale your infrastructure before launch**
  - Any launch and any marketing campaign should be prefaced by an infrastructure review and resource upgrade.
  - Make sure you are prepared for an influx of traffic on the big day.
- **Not provisioning for client success**
  - Not setting up the proper product billing features
  - Not testing the product yourself before launch

**Stage: Sales and Support**

- **Not setting up the proper product billing features**
  - Ensure all billing features are live and functional on your site/in-app and that users' preferred payment methods are supported by your product, for each country you're launching in.
- **Failing to get your partners aboard for the launch**
  - Ensure that they have the right resources to support your launch.

**Stage: Feedback**

- **Not analyzing the feedback you get on the product launched**
  - Actively encourage potential users/customers to let you know what they think about your product – this will help you notice the flaws of your software and thus allow you to correct them in future installments.