
BOOSTYOURCAMPAIGN

The Crowdfunding Launch & Video Checklist

Every step, in order - the exact playbook and benchmarks we use on real Kickstarter & Indiegogo campaigns.

87

actionable steps
across 9 phases

\$734M+ raised across 4,600+ launches - since 2010

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The Checklist

1. Product & Logistics

Know your numbers before you spend a dollar on marketing.

- 1 Finalize your prototype and confirm it's demo-ready on camera.
- 2 Lock your bill of materials and confirm your per-unit cost.
- 3 Get manufacturing quotes and confirm minimum order quantities.
- 4 Calculate landed cost: production + shipping + fulfillment + platform fees.
- 5 Set your funding goal to your minimum viable production run.
- 6 Define shipping zones and realistic delivery timelines.
- 7 Choose a fulfillment partner for post-campaign delivery.
- 8 Confirm certifications/compliance required for your category.

2. Validation

Prove demand with data - not opinions - before production.

- 9 Define your target backer persona.
- 10 Study 5-10 comparable funded campaigns in your category.
- 11 Analyze competitor pricing, reward tiers, and stretch goals.
- 12 Run paid ad tests on 2-3 positioning angles.
- 13 Measure cost-per-lead (CPL) for each angle.
- 14 Pick the winning angle based on the data.
- 15 Validate price sensitivity with a short survey.
- 16 Confirm real demand exists before committing to tooling.

3. Audience & List Building

A warm pre-launch list is the #1 predictor of a funded campaign.

- 17 Build a pre-launch landing page with email capture.
- 18 Write a clear value proposition above the fold.
- 19 Set up your email service provider (ESP) and automations.
- 20 Create an early-bird incentive or lead magnet.
- 21 Launch pre-launch ads to grow the list.
- 22 Aim for a qualified list (target 2,000-10,000+).
- 23 Add a referral / VIP reward to amplify sign-ups.

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- Email your list weekly with story-driven updates.
- Segment your list: cold, warm, and hot leads.
- Warm the list with behind-the-scenes content before launch.

4. Campaign Page & Assets

Backers pledge because they want in - make the page impossible to scroll past.

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- Write your story: problem -> solution -> proof.
- Draft a benefit-led headline and subhead.
- Design reward tiers with one clear hero tier.
- Add early-bird and limited-quantity tiers for urgency.
- Plan stretch goals that add value, not complexity.
- Shoot high-quality product photography.
- Create infographics for features and specs.
- Write an FAQ that handles every objection.
- Add a Risks & Challenges section (it builds trust).
- Proofread everything and test every link.

5. Video Production - Deep Dive

Campaigns with a strong video raise dramatically more. Treat it like a film.

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- Write a script with a 5-second hook that stops the scroll.
- Lead with the problem your product solves.
- Show the product in real-world use within the first 30 seconds.
- Keep the main video under 2-3 minutes.
- Storyboard every shot before filming.
- Build a shot list and a filming schedule.
- Scout and prep your locations.
- Source props, on-camera talent, and wardrobe.
- Light your scenes (three-point lighting) for clean footage.
- Record clean audio with a dedicated mic - never camera audio.
- Capture B-roll of the product from multiple angles.
- Film a founder-to-camera authenticity segment.
- Shoot detail / macro shots of your key features.
- Record a clear, direct call-to-action ending.

- 51 Edit a master campaign film (2-3 min).
- 52 Color-grade and mix audio for a polished finish.
- 53 Add captions/subtitles - most people watch on mute.
- 54 Export a 15-30s teaser for paid ads.
- 54 Cut 3-5 short vertical clips for social & paid.
- 55 Create a looping GIF/clip for the page hero.
- 56 A/B test two video thumbnails.
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6. Tracking & Ads

If you can't measure it, you can't scale it.

- 58 Install the Meta Pixel and Google tag.
- 59 Set up conversion tracking and UTM links.
- 59 Connect analytics to your landing page.
- 60 Build retargeting audiences (list + page visitors).
- 61 Prepare ad creative variations (image + video).
- 62 Set daily budgets and your bid strategy.
- 63 Create lookalike audiences from your list.
- 64 Define your target CPL and ROAS benchmarks.
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7. Launch Plan

Opening day is won or lost in the weeks before it.

- 66 Set your launch date and time (mind your timezones).
- 66 Build a day-by-day launch-week calendar.
- 67 Write your 'we're live' email sequence.
- 68 Line up press and media outreach.
- 69 Draft and schedule your press release.
- 70 Brief influencers and partners for launch day.
- 71 Prepare social posts for the first 48 hours.
- 72 Plan a day-one push to hit funded fast.
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8. Live Campaign

Momentum is everything - feed it daily.

- 74 Email your list the moment you go live.
- 75 Activate paid ads to backers and lookalikes.
- 75 Post daily updates to maintain momentum.
- 76 Respond to comments and messages quickly.
- 77 Announce stretch goals as you unlock them.
- 78 Run a mid-campaign PR/ads push to beat the lull.
- 79 Monitor CPL/ROAS daily and reallocate budget.
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9. Post-Campaign & Scale

Funding is the start line - turn backers into a business.

- 81 Thank your backers with a heartfelt update.
- 82 Set up Indiegogo InDemand or a pre-order store.
- 82 Send a backer survey to collect shipping details.
- 83 Keep backers updated through production.
- 84 Transition your list into a retention email flow.
- 85 Launch your DTC ecommerce store.
- 86 Scale with paid traffic to keep momentum after funding.
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READY TO LAUNCH?

Want us to run all 87 for you?

We have used this exact system across 4,600+ launches to raise over \$734M. Book a free 30-minute call with a senior strategist.

Book my free strategy call