



Marketing Tools HQ

Empowering modern marketers to master the tools that drive growth.

Community Launch Toolkit (Pro Edition)

Launch and grow your brand community with confidence. This toolkit includes platform comparisons, outreach templates, and a first-90-days playbook to help SaaS marketers and creators build thriving, engaged spaces from day one.

How to Use This Toolkit

Use this toolkit to plan and execute your community launch. Begin by selecting a platform that fits your goals, reach out to your first members with the included templates, and follow the 90-day playbook to drive early engagement.

1. Platform Comparison

Platform	Best For	Strengths	Weaknesses	Pricing	Notes
Circle	Professional SaaS / Paid communities	Community management, reporting, and analytics	Primarily for SaaS, limited free tier	\$39/mo+ Paid	
Slack	Team-based or B2B networking	Instant messaging, file sharing, and integrations	Hard to organize threads	Free / Paid	
Discord	Creative or technical communities	Free, audio/video, and text	Less professional	Free / Nitro	
Facebook Groups	Casual or broad audiences	Mass reach, discoverability	Customization	Free	

2. Founding Member Outreach Templates

Channel	Template Type	Example Message	Notes	Follow-Up Timing
Email	Invite to Beta Community	Hey [Name], we're launching a private community for SaaS professionals. We'd love for you to connect and share insights.		
DM	Personal Outreach	Hi [Name]! We're launching a private community for marketing professionals. Let's engage and learn together.		
LinkedIn Post	Public Callout	We're launching a private community for SaaS marketers. Let's share growth tools and templates.		

3. First 90 Days Playbook

Week	Focus	Key Actions	KPI	Owner	Notes
Weeks 1–2	Setup & Seeding	Set platform, invite 10 beta users, start 3 threads	First 10 members		
Weeks 3–4	Engagement	Host intro call, high engagement	Engagement rate		
Weeks 5–8	Value Creation	Publish guides, tutorials, and case studies	Social media engagement %		
Weeks 9–12	Growth	Add referral program, increase member retention	Member retention on social		

Next Steps

Once you've launched your community, measure engagement weekly and collect member feedback. Adjust your approach based on participation levels and the type of discussions forming.

Access More Resources:

</resources/community-toolkit>

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