



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	Clear and limited free tier	Can't integrate with other tools	\$39/mo+	
Slack	Team-based or B2B networking	Instant messaging, hand-offing	Hard to organize threads	Free / Paid	
Discord	Creative or technical communities	Free, audio/video, lots of features	Lacks professional feel	Free / Nitro	
Facebook Groups	Casual or broad audience	Mass reach, discoverability	Limited customization	Free	

2. Founding Member Outreach Templates

Channel	Template Type	Example Message	Goal	Notes	Follow-Up Timing
Email	Invite to Beta Community	Hey [Name], we're reaching out to a select group of people for SaaS products. We'd like you to connect and share insights.	Secure founding members	Personalize with their interests	3-5 days
DM	Personal Outreach	Hi [Name]! We're launching a SaaS marketing community. I'd love to have you as a founding member.	Personalize with their interests	Keep it short and snappy	2-3 days
LinkedIn Post	Public Callout	We're launching a private community for SaaS marketers. DM us to join.	Generate awareness	Engage with comments	N/A

3. First 90 Days Playbook

Week	Focus	Key Actions	KPI	Owner	Notes
Weeks 1–2	Setup & Seeding	Set platform, invite first 10 members, start 3 threads	First 10 members	Marketing	
Weeks 3–4	Engagement	Host intro call, highlight member wins	Engagement rate	Marketing	
Weeks 5–8	Value Creation	Publish guides, tutorials, or AMAs	Active members %	Marketing	
Weeks 9–12	Growth	Add referral program, reach out to influencers	Member growth	Marketing	

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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