



**WHEN IS THE BEST TIME OF YEAR TO
LAUNCH YOUR CAMPAIGN**





THINGS TO CONSIDER:

Competition

Time of Year

Availability of your Customer

State of Mind

COMPETITION

Every product has a “hot time of year” to launch. You don’t see many grills being advertised in December.

Conversely, you don’t see many parkas advertised in July.

Similarly, Kickstarter campaigns ebb and flow. Often this corresponds with a big show that is happening as most Kickstarter projects launch in conjunction with a live event.

COMPETITION CASE STUDY: SDCC

San Diego Comic-Con is the biggest comic convention of the year, that takes place every year in July.

- In July-August, there were over 350 comic properties in rotation.
- In September, there were less than 200.

There are not considerably more buyer in July than in September, yet those projects are competing with 50% more projects than launching the following month.

TIME OF YEAR

Depending on the time of year, your customer may have more or less disposable income to spend on Kickstarter projects.

After Thanksgiving, most disposable income is devoted to buying gifts for the holidays. If you cannot deliver by December it will severely hamper your funding goals.

Income is being saved up for the holidays starting right around October.

In April, a large amount of your audience's income will be devoted to paying their taxes.

Conversely, in May people will receive tax returns, and money in means money out.

AVAILABILITY OF YOUR CUSTOMER

Customers are not always readily available to hear your message or back your project.

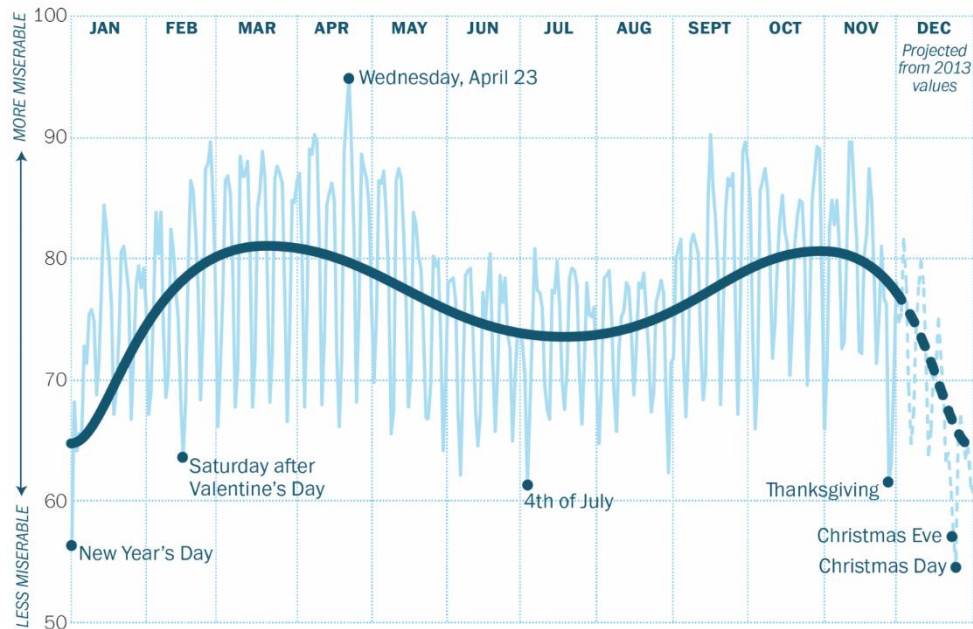
During the summer, when kids are off school, most families take vacations. Concurrently, many festivals and other events happen during the summer which takes people away from their computers.

During the holidays, many people travel and are unavailable to back projects or help share your product.

STATE OF MIND

Daily Misery Index, 2014

Higher numbers = more search interest for "depression," "anxiety," "pain," "stress" and "fatigue."
Light blue line (—) shows raw value, darker line (—) shows trend.



People buy more when they are the most miserable.

People are the most miserable when they haven't had a break in a while.

In America, January-March is the longest period of the year without a vacation day.

TAKEAWAYS

Make sure to check your competition before you launch your campaign.

Time of year and availability will dictate how many people are going to buy your product.

People buy the most when they are the most unhappy, so make sure to factor that into your start date.



IF YOU LIKED THIS...

We have mini-webinars across the crowdfunding sphere from inception to marketing, to setting your rewards, and everything in between.

We also run more intensive, live webinars throughout the week where you can engage with us and ask questions.

We offer one on one coaching for people that want a more personalized experience.