

Product Launch Strategy Proposal

Product Name:

Prepared By:

Date:

1. Executive Summary

2. Product Overview

Description:

Unique Value Proposition:

Target Audience:

3. Market Analysis

Market Opportunity:

Competitive Landscape:

4. Launch Goals & Objectives

5. Positioning & Messaging

Key Messages:

Tagline/Slogan:

6. Launch Plan & Timeline

Phases & Milestones:

Key Activities:

7. Marketing Tactics

- Digital Marketing
- Public Relations
- Events/Webinars
- Partnerships
- Sales Collateral

8. Budget Overview

9. Risk Assessment & Mitigation

10. Success Metrics

11. Appendix