

Product Launch Marketing Plan

1. Overview

Product Name

Enter product name

Target Launch Date

Objective

Describe primary goals of the launch

2. Target Audience

Describe Your Target Audience

Who is this product for?

3. Key Messages & Value Proposition

Key Marketing Messages

Summarize the core messages to communicate

Value Proposition

What value does this product deliver?

4. Marketing Channels & Tactics

Channel/Tactic	Description	Owner	Timeline
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Channel/Tactic	Description	Owner	Timeline
e.g., Email Campaign	Short description		Dates
e.g., Paid Ads			

5. Budget Overview

Activity	Estimated Cost	Notes
e.g., Social Media Ads	\$	

6. Success Metrics

KPIs and Measurements

How will success be measured?

7. Launch Timeline

Task	Deadline	Owner	Status
e.g., Finalize messaging	YYYY-MM-DD		Not Started/In Progress

8. Notes / Additional Information

Other important info...

