

# Product Launch Campaign Outline

Product Name

Enter product name

Launch Date

Campaign Owner

Enter campaign owner

## 1. Overview

Objective

Describe the primary objectives

Target Audience

Describe the target audience

Key Messages

List key messages

## 2. Timeline & Milestones

Major Phases

Ex: Pre-launch, Launch, Post-launch

Key Dates

Enter key campaign dates and milestones

## 3. Tactics & Channels

1. Tactic/Channel

e.g. Email Marketing

Description

Brief description

2. Tactic/Channel

e.g. Social Media

## Description

Brief description

## 4. Success Metrics

### KPIs/Goals

List measurable goals and KPIs

## 5. Budget Overview

### Budget Allocation

Outline estimated budget for each activity

## 6. Stakeholders & Responsibilities

### Team Members & Roles

List key stakeholders and their responsibilities

## 7. Assets Needed

### List Assets

E.g. landing page, email templates, banners