

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