Product Launch Communication Plan

Product Name: _____

Launch Date: _____

Project Owner: _____

1. Objectives

_____
_____

2. Key Messages

- _____
- _____

3. Audience

- Internal Stakeholders
- External Stakeholders
- Customers
- Partners

4. Communication Channels

- Email
- Intranet/Company Newsletter
- Press Release
- Website
- Social Media
- Meetings/Events
- Other: _____

5. Communication Plan Timeline

Date/Period	Audience	Message	Channel	Owner	Status
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

6. Approvals Required

- _____
- _____

7. Metrics & Success Criteria

_____
_____

8. Notes

Additional comments or information...