

# Product Launch Marketing Campaign Template

## 1. Product Overview

Product Name

Enter product name

Product Description

Describe the product

Target Audience

Who is this product for?

## 2. Objectives & Goals

Define objectives and measurable goals

## 3. Key Messages

List main messages to communicate

## 4. Marketing Channels

Channel	Purpose/Notes
e.g., Email, Social Media	Brief strategy/notes

## 5. Timeline

Milestone/Task	Date/Deadline	Notes
e.g., Launch Announcement	MM/DD/YY	

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6. Budget

Item	Estimated Cost	Notes
<div>e.g., Ads</div>	<div>\$</div>	<div></div>
<div></div>	<div></div>	<div></div>

7. KPIs & Success Metrics

List metrics to measure campaign success

8. Team & Responsibilities

Role	Name	Responsibility
<div>e.g., Project Manager</div>	<div></div>	<div></div>
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9. Additional Notes

Other important information