

# 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	


## 6. Budget

Item	Estimated Cost	Notes
e.g., Ads	\$	

## 7. KPIs & Success Metrics

List metrics to measure campaign success

## 8. Team & Responsibilities

Role	Name	Responsibility
e.g., Project Manager		

## 9. Additional Notes

Other important information