Digital Product Launch Checklist Template

Pre-Launch Planning

☐

Define launch goals

☐

Identify target audience

☐

Develop value proposition

☐

Set launch timeline

☐

Assign team roles

Product Preparation

☐

Complete product development

☐

Test for bugs and usability

☐

Prepare user documentation

☐

Set pricing and packages

☐

Set up payment and delivery systems

Marketing & Promotion

☐

Create marketing materials

☐

Plan content schedule (blog, social, email)

☐

Engage with beta testers or influencers

☐

Set up email campaigns

☐

Plan launch announcements

Launch Day

☐

Publish product page/live site

☐

- [ ] Send announcement emails

- [ ] Post on social channels

- [ ] Monitor launch channels & respond to feedback

Post-Launch

- [ ] Collect user feedback

- [ ] Monitor sales & analytics

- [ ] Fix urgent bugs/issues

- [ ] Plan post-launch updates

Additional Notes

Write your notes...