

Go-To-Market Launch Checklist Template

1. Product Readiness

- All features completed and tested
- Bug list triaged and resolved
- Documentation finalized
- Product demo environment ready

2. Market & Customer Research

- Target customer profiles defined
- Use cases and value proposition outlined
- Competitive landscape reviewed
- Market positioning confirmed

3. Messaging & Collateral

- Key messaging developed
- Sales deck, one pagers, datasheets created
- FAQ compiled
- Case studies or testimonials prepared

4. Sales & Support Enablement

- Sales training scheduled
- Support processes updated
- CRM and pipeline tracking set up
- Onboarding materials prepared

5. Marketing & Promotion

- Go-live date set
- Launch communications plan created
- Website and landing pages updated
- Email and social media campaigns drafted
- Press release written

6. Metrics & Feedback

- Success metrics defined
- Tracking analytics set up
- Feedback channels established
- Post-launch review scheduled