

Product Launch Milestone Checklist Template

1. Pre-Launch

- Define launch objectives
- Identify target audience
- Conduct market research
- Develop value proposition
- Finalize product features
- Complete internal product testing
- Set launch date

2. Marketing Preparation

- Develop marketing strategy
- Prepare marketing materials
- Plan social media campaign
- Brief PR/communications teams
- Create landing page

3. Sales & Enablement

- Train sales team
- Prepare sales collateral
- Align pricing and offers
- Set up support documentation

4. Launch

- Announce product publicly
- Release product to market
- Monitor feedback channels
- Implement customer support

5. Post-Launch

- Collect user feedback
- Analyze launch results
- Address post-launch issues
- Roll out product updates
- Report to stakeholders

Notes