

Product Launch Planning Checklist

Pre-Launch Preparation

- ☐ Define product target audience and personas
- ☐ Research competitors and market trends
- ☐ Confirm product features and benefits
- ☐ Set launch goals and KPIs
- ☐ Establish project timeline and milestones
- ☐ Coordinate with production and supply chain

Marketing & Positioning

- ☐ Develop product positioning and messaging
- ☐ Create launch marketing plan
- ☐ Prepare press kits and media assets
- ☐ Plan social media and email campaigns
- ☐ Identify influencers and partners

Sales Readiness

- ☐ Train sales and support teams
- ☐ Develop sales enablement materials
- ☐ Set up pricing and promotional offers
- ☐ Confirm logistics and inventory levels

Launch Execution

- ☐ Publish website/product pages
- ☐ Distribute press release
- ☐ Launch marketing campaigns
- ☐ Monitor launch KPIs
- ☐ Engage with early customers and gather feedback

Post-Launch

- ☐ Analyze launch performance
- ☐ Address customer feedback and issues
- ☐ Optimize campaigns and materials
- ☐ Plan for future updates and releases