

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