

Product Launch Template.

Supercharge your next product launch! Use the template below to manage launch deliverables and keep cross-functional teams connected.

Task	Owner	Due	Priority	Status	Notes/Links	Complete
Reference and Planning						
Create Launch Overview Deck						<input type="checkbox"/>
Build Launch timeline						<input type="checkbox"/>
Identify stakeholders & build RACI						<input type="checkbox"/>
Kickoff call with launch team						<input type="checkbox"/>
Set launch targets						<input type="checkbox"/>
Identify KPIs for Success						<input type="checkbox"/>
Product Marketing						
Product naming						<input type="checkbox"/>
Analysis: Market, Competitive, Audience						<input type="checkbox"/>
Product positioning and messaging						<input type="checkbox"/>
Customer Call Deck						<input type="checkbox"/>
Internal and External FAQ						<input type="checkbox"/>
Website						
Update homepage						<input type="checkbox"/>
Create product detail page						<input type="checkbox"/>
Localized pages for top regions						<input type="checkbox"/>

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Employee Comms						
Announcements via Slack, email, internal newsletters						<input type="checkbox"/>
Provide spotlight on wider team calls (product, sales, etc) and company all-hands calls						<input type="checkbox"/>
PR/AR/ Newsroom						
Create Press Plan and FAQ						<input type="checkbox"/>
Press outreach for launch						<input type="checkbox"/>
Finalize Press Release						<input type="checkbox"/>
Create company news post and FAQ post (if applicable)						<input type="checkbox"/>
Create Analyst briefing plan						<input type="checkbox"/>
Create Analyst briefing deck						<input type="checkbox"/>
Social						
Define social media strategy						<input type="checkbox"/>
Schedule social media posts						<input type="checkbox"/>
Create community group engagement plan						<input type="checkbox"/>
Events						
Align launch date with big company event (if applicable)						<input type="checkbox"/>
Plan day-of launch day events						<input type="checkbox"/>
Drive supporting webinars leading up to and after launch						<input type="checkbox"/>
Partners						
Create Consulting/SI Comms Plan						<input type="checkbox"/>
Partner, SI Pilot Program & Enablement						<input type="checkbox"/>

Task	Owner	Due	Priority	Status	Notes/Links	Complete
Sales Enablement						
Define Sales GTM strategy						<input type="checkbox"/>
Host training sessions (online and in-person)						<input type="checkbox"/>
Training materials: features, benefits, customer stories, competitive, pricing						<input type="checkbox"/>
Internal FAQ						<input type="checkbox"/>
Align with Sales Plays in motion						<input type="checkbox"/>
Email templates and call down scripts for outbound sales						<input type="checkbox"/>
Solution Engineer Enablement						<input type="checkbox"/>
Customer Success team enablement						<input type="checkbox"/>
Pricing and Packaging						<input type="checkbox"/>
Demand Generation						
Identify target account list						<input type="checkbox"/>
Build campaign plan						<input type="checkbox"/>
Regional Campaign Alignment						<input type="checkbox"/>
Customer Marketing						
Source customer stories to feature						<input type="checkbox"/>
Customer story assets: videos, quotes, story slides, newsroom posts						<input type="checkbox"/>
External Content						
Create creative brief and copy direction for teams to execute on promotional and external facing assets						<input type="checkbox"/>
Create a Datasheet with supporting stats and data						<input type="checkbox"/>
Build marketing content for launch (blogs, demos, articles, eguides, sizzle video, etc.)						<input type="checkbox"/>
Refresh existing assets						<input type="checkbox"/>