

Product Launch Checklist

A comprehensive checklist to ensure successful product launches from planning through execution.

Pre-Launch Phase (8-12 weeks before)

Strategy & Positioning:

- Target audience clearly defined
- Value proposition articulated
- Competitive analysis completed
- Pricing strategy determined
- Launch goals and KPIs established

Product Readiness:

- Product features finalized
- Beta testing completed
- Bug fixes and refinements made
- Documentation completed
- Support team trained

Content Creation:

- Launch announcement email drafted
- Press release written
- Product page copy finalized
- Sales one-pager created
- Demo/script prepared

Launch Preparation (4-6 weeks before)

Marketing Materials:

- Landing page designed and built
- Product screenshots and visuals created
- Video demo produced
- Social media graphics prepared
- Blog posts written and scheduled

PR & Outreach:

- Media list compiled
- Press kit assembled
- Briefing documents created
- Briefing calls scheduled
- Review outreach planned

Internal Alignment:

- All-hands launch meeting held
- Sales training completed
- Customer support prepared
- Legal and compliance review completed

Launch Week

Day 1 - Launch Day:

- Product goes live
- Announcement email sent
- Social media announcement posted
- Press release distributed
- Team notified and ready

Day 2-3:

- Follow up with media contacts
- Engage with social media comments
- Share early customer feedback
- Address any immediate issues

Day 4-7:

- Publish customer testimonials
- Share usage tips and tricks
- Host launch webinar/event
- Monitor and respond to reviews

Post-Launch (Weeks 2-4)

Analysis & Optimization:

- Launch metrics analyzed
- Customer feedback reviewed
- Performance vs. goals assessed
- Optimization opportunities identified

Ongoing Promotion:

- Case studies developed
- Customer success stories shared
- Feature highlights continued
- Retargeting campaigns running

Documentation & Learnings:

- Launch retrospective held
- Lessons learned documented
- Best practices updated
- Next launch planning begun