

PRODUCT LAUNCH CHECKLIST







From milestones, to product documentation, to sales enablement, this list will help you manage the many moving parts of a product launch.

LAUNCH PRODUCT MARKETING

1

PRODUCT LAUNCH MILESTONES

















Consider all important milestones to ensure the entire organization is ready on launch day.

FEATURE COMMITMENT 	<input type="checkbox"/>
PUBLIC BETA 	<input type="checkbox"/>
SIGNOFF ON FINAL PRODUCT 	<input type="checkbox"/>
RELEASE TO MARKET 	<input type="checkbox"/>
SIGNOFF ON FINAL MESSAGING 	<input type="checkbox"/>
MARKETING LAUNCH 	<input type="checkbox"/>
• English	<input type="checkbox"/>
• French	<input type="checkbox"/>
• German	<input type="checkbox"/>
• Spanish	<input type="checkbox"/>
• Other languages	<input type="checkbox"/>

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PRODUCT LAUNCH ACTIVITIES

Make sure everyone inside your organization and your partners are prepared to sell your product; analysts and industry influencers are excited; and ideal customers know why they should buy.

INTERNAL TRAINING 	<input type="checkbox"/>
• Sales	<input type="checkbox"/>
• Support	<input type="checkbox"/>
• Professional services	<input type="checkbox"/>
• Marketing	<input type="checkbox"/>
LAUNCH EVENTS 	<input type="checkbox"/>
• Tradeshow	<input type="checkbox"/>
• User Group	<input type="checkbox"/>
ROLLOUT PROCESS 	<input type="checkbox"/>
• Prospect	<input type="checkbox"/>
• Customer	<input type="checkbox"/>
MARKETING COLLATERAL 	<input type="checkbox"/>
• Datasheet	<input type="checkbox"/>
• Brochure	<input type="checkbox"/>
• Webinar	<input type="checkbox"/>
• Technical specifications	<input type="checkbox"/>
• Video	<input type="checkbox"/>
SALES ENABLEMENT TOOLS 	<input type="checkbox"/>
• Presentation template	<input type="checkbox"/>
• Demo environment	<input type="checkbox"/>
• Sales presentation	<input type="checkbox"/>
• Competitive battlecards	<input type="checkbox"/>
DEMONSTRATIONS 	<input type="checkbox"/>
WEBSITE 	<input type="checkbox"/>
PRODUCT MESSAGING / POSITIONING 	<input type="checkbox"/>
PRODUCT BRANDING 	<input type="checkbox"/>
• Trademark	<input type="checkbox"/>
• Logo	<input type="checkbox"/>
PUBLIC RELATIONS / INFLUENCER ENGAGEMENT 	<input type="checkbox"/>
ANALYST ENGAGEMENT 	<input type="checkbox"/>
ADVERTISING 	<input type="checkbox"/>
SOCIAL MEDIA 	<input type="checkbox"/>
DISTRIBUTION STRATEGY 	<input type="checkbox"/>
PRICE BOOK 	<input type="checkbox"/>
DOCUMENTATION 	<input type="checkbox"/>
• Online help	<input type="checkbox"/>
• Wiki	<input type="checkbox"/>