## Customize this Template with Your Logo

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**Or Enter Company Name Here**

Product or Service Launch Checklist

**Instructions:** This Product/Service Launch Checklist is meant to serve as the basis for building a launch schedule that shows resource assignments, task durations, and dependencies. You may want to itemize out the tasks into a project plan, using Microsoft Project. This would allow for you to understand the dependencies between tasks and departments.

If you have questions about this template, call us at 206-547-2322, contact us through email at toolkit@gtms-inc.com, or visit <http://www.gtms-inc.com/> for more information about *Go-To-Market Strategies*.

Version: [Year] | [DRAFT X or FINAL]

**Updated: [Enter Date]**

**Product Launch Timeline**

Typical timeline and deliverables associated with a successful product launch.

This timeline and checklist cover the key activities and deliverables related to launching a new product or service, including those for both direct and channel sales. Your particular efforts may encompass more or fewer items than are represented here. Note that conceptualization and development of your product is a longer process that happens prior to this planning. At the point of launch planning, your offering should have been prototyped, market tested, and be nearing the end of its development cycle. Operations, Support, and other functional groups should be following their own plans and tracking with you toward a successful launch.

🗵Assemble Beta Sites

* FAQ
* System Requirements
* Channel Selection
* Promotional Strategy—Final

🗵= Activity

√ = Deliverable Due

🗵 Press Tour

🗵 Retail Channel Promotion and Rollout

* Press Release Announcing Product
* Packaging Production
* Sample Packaging to Channel Buyers

🗵 Product Release to Manufacturing

**…PRODUCT DEVELOPMENT**

##### LAUNCH!

**3 weeks**

**2 weeks**

**1 week**

**3 months**

**4 months**

1 month

**2 months**

🗵Pitch Press Tour

🗵Trade Shows

🗵Speaking Engagements

🗵Seminars

🗵Direct Mail Campaign(s)

* Product Finished Goods
* ROI Calculator
* RFP Guide
* Overview Brochures
* Technical Overview
* Audience-specific Datasheets
* White Papers
* NFR Copies of Product Available
* Price Sheets
* Web Site Update

🗵 Beta Release to Production

🗵Analyst Tour

🗵Beta Release to Test Sites

* Product or Service Fact Sheet
* Demo(s)
* Screen Shots
* Product Documentation
* Distributor SKU request
* Packaging Artwork
* Part Numbers and BOM
* Pricing Determination and Sign-off
* Introductory Pricing/Giveaways
* Advertising Placements
* Company Backgrounder
* Distribution Strategy—Final
* Product Name
* Descriptions 25, 50, 100-word Versions
* Prospect Profile
* Five Main Message Points
* Competitive
Pricing Report

🗵Sales Guide Review

🗵Sales Demo Training

* Reviewers’ Guide
* Presentation (PPT) with Script
* Customer Stories
* Demo Scripts
* Competitive Analysis—Final
* Analyst and Customer Reference Database
* New Features and Technology Overview

**Product Launch—Marketing Checklist**

Use this checklist to track your product launch. Enter dates and check off items as your make progress. Use the blank rows to add your own activities and deliverables.
Categorized by the 5 “P’s” of marketing, **Product**, **Packaging**, **Place**, **Price**, and **Promotion**, these checklist items will help keep your project launch on track.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **√** | PRODUCT | Due Date | Responsible | Comments |
|  | ***Positioning*** |  |  |  |
| 🞎 |  Product Name |  |  |  |
| 🞎 |  Descriptions (25-, 50-, 100- words) |  |  |  |
| 🞎 |  Customer Profile |  |  |  |
| 🞎 |  Five Main Messaging Points |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
|  | ***Demos*** |  |  |  |
| 🞎 |  Demo(s) |  |  |  |
| 🞎 |  Demo Scripts |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
|  | ***Development*** |  |  |  |
| 🞎 |  System Requirements |  |  |  |
| 🞎 |  Product Documentation |  |  |  |
| 🞎 |  Alpha Test Review Feedback |  |  |  |
| 🞎 |  Set up for Customer Pilots (Beta) |  |  |  |
| 🞎 |  Release (Beta) to Production  |  |  |  |
| 🞎 |  Release (Beta) to Test Sites |  |  |  |
| 🞎 |  NFR Copies of Product Available |  |  |  |
| 🞎 |  Product Release to Manufacturing |  |  |  |
| 🞎 |  Product Finished Goods in Inventory |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |

**Product Launch—Marketing Checklist**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| √ | PACKAGING |  |  |  |
| 🞎 |  Part numbers and BOM (Bill of Materials) |  |  |  |
| 🞎 |  Packaging Artwork  |  |  |  |
| 🞎 |  Packaging Production |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
| √ | **PLACE** |  |  |  |
| 🞎 |  Distribution Plan—Final |  |  |  |
| 🞎 |  Channel Selection |  |  |  |
| 🞎 |  Sample Packaging to Channel Buyers |  |  |  |
| 🞎 |  Distributor SKU Request |  |  |  |
| 🞎 |  Retail Channel Promotion and Rollout  |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
| **√** | PRICE |  |  |  |
| 🞎 |  Competitive Pricing Report |  |  |  |
| 🞎 |  Pricing determination and sign-off |  |  |  |
| 🞎 |  Price Sheets |  |  |  |
| 🞎 |  Introductory or Promotional Pricing |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |

**Product Launch—Marketing Checklist**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **√** | PROMOTION | Due Date | Responsible | Comments |
|  | ***Sales Guide*** |  |  |  |
| 🞎 |  Frequently Asked Question (FAQ) |  |  |  |
| 🞎 |  Customer Stories and Testimonials |  |  |  |
| 🞎 |  Presentation (PPT) with Script |  |  |  |
| 🞎 |  Competitive Analysis - Final |  |  |  |
| 🞎 |  New Features and Technologies Overview |  |  |  |
| 🞎 |  ROI Calculator |  |  |  |
| 🞎 |  RFP Guide |  |  |  |
| 🞎 |  Analyst and Customer Reference Database |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
|  | ***Sales and Technical Training*** |  |  |  |
| 🞎 |  Sales Guide Review |  |  |  |
| 🞎 |  Sales Demo Training |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |  |  |  |  |
|  | ***Collateral*** |  |  |  |
| 🞎 |  Product or Service Overview Brochures |  |  |  |
| 🞎 |  Technical Overview  |  |  |  |
| 🞎 |  Audience-specific Datasheets |  |  |  |
| 🞎 |  White Papers |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |

**Product Launch—Marketing Checklist**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***Press and Analyst Relations*** |  |  |  |
| 🞎 |  Product or Service Fact Sheet |  |  |  |
| 🞎 |  Reviewer’s Guide |  |  |  |
| 🞎 |  Analyst Tour |  |  |  |
| 🞎 |  Pitch Press Tour |  |  |  |
| 🞎 |  Press Tour |  |  |  |
| 🞎 |  Company Backgrounder |  |  |  |
| 🞎 |  Press Release Announcing Product |  |  |  |
| 🞎 |  Screen Shots |  |  |  |
| 🞎 |  Speaking Engagements |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |
|  |   |  |  |  |
|  | ***Lead Generation*** |  |  |  |
| 🞎 |  Promotional Plan—Final |  |  |  |
| 🞎 |  Introductory Pricing/Giveaways |  |  |  |
| 🞎 |  Direct Mail Campaign(s) |  |  |  |
| 🞎 |  Trade Shows |  |  |  |
| 🞎 |  Advertising Placements |  |  |  |
| 🞎 |  Seminars |  |  |  |
| 🞎 |  Web Site Update |  |  |  |
| 🞎 |  Sponsorships |  |  |  |
| 🞎 |  [Insert Other Rows for additional tasks.] |  |  |  |