



Product Launch Checklist

One Box Closer to Success

It feels great to cross things off of a list! But what are the right things to focus on? Below is a comprehensive list to help you prioritize activities and identify gaps in your **product launch**. Have anything to add? Let us know! Print it out to track your progress, or request an Excel file to upload to your company's project management software [Let's get started!](#)

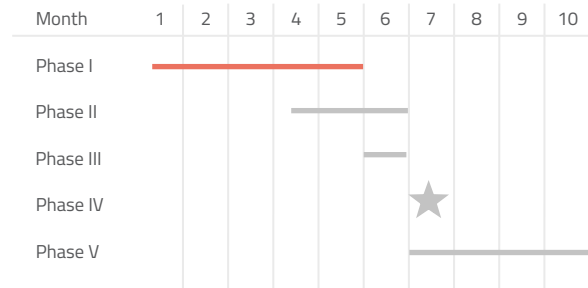
The enclosed checklist includes common activities for a new product launch. Our expertise is in Phases II and III. We're happy to help you craft a customized plan to get the most from your product launch. [Request a consult.](#)

The Five Phases of a New Product Launch

Month	1	2	3	4	5	6	7	8	9	10		
Initial planning	[Bar]											Phase I
Pre-launch activities				[Bar]								Phase II
Sales & channel launch readiness						[Bar]						Phase III
Launch day							[Star]					Phase IV
Post launch follow-up								[Bar]				Phase V

Launching a product is an extensive process filled with small details that are easily overlooked. Navigate through the process by breaking it up into phases and segmenting each phase into five categories: **product, promotion, place, price, and plan.**

Initial Planning



Product

- Define goals, objectives, and purpose
- Set milestones and metrics to measure success
- Analyze the competitive landscape
- Research market sizing to identify addressable market
- Identify IP landscape
- Identify IP strategy
- Research applications
- Define feature set
- Define minimum viable product
- Develop prototype
- Conduct usability study

Promotion

- Identify prospect company profile
- Develop individual customer personas
- Create 3-5 unique selling points (USP)
- Develop plan for pilot test
- Define product positioning against existing portfolio (if applicable)
- Define what the offer is to consumers
- Establish incentives for early-action buyers
- Understand applicable regulatory needs

Price

- Seek funding
- Develop financial projections
- Define product launch and R&D budget
- Build the business case for internal stakeholders
- Cross-functional kickoff meeting with R&D, Customer Service, Sales, IP/legal, and Production
- Set proposed price after bottom-up and top-down pricing
- Develop an ROI cost justification for prospects
- Identify post-sale revenue opportunities or upgrades

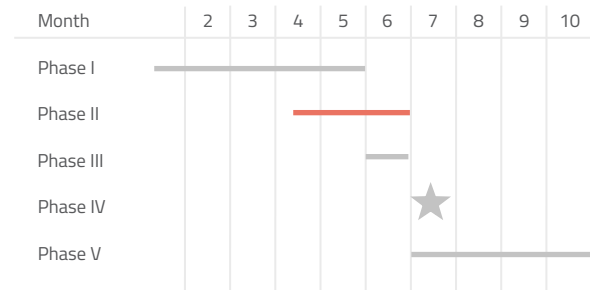
Place

- Define channel strategy
- Define product champions or influencers
- Identify geographic markets and key clusters

Plan

- Set a launch date
- Set a launch timeline

Pre-Launch Preparation



Product

- Name product
- Conduct trademark search
- Secure product domain
- Create a user guide
- Identify user guide, video, or knowledge base support needs

Promotion

- Identify product /product family branding needs
- Conduct customer-site pilot testing
- Develop marketing roadmap
- Build a story - corporate/ product narrative
- Develop a content calendar
- Create social media pages and style guide

Place

- Define distribution strategy
- Define consumer purchasing path
- Create an online sales page
- Understand product footprint and integration needs

Price

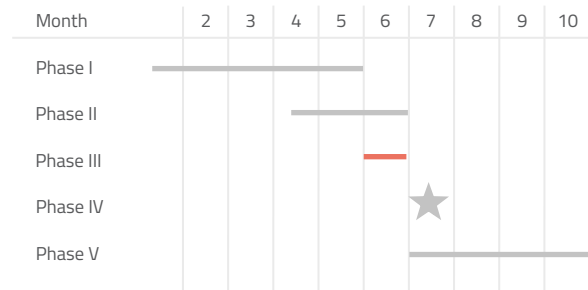
- Know how your price compares to competitors
- Establish service policies
- Finalize pricing strategy
- Create customer contracts
- Finalize appropriate commission structure (if applicable)
- Set revenue targets
- Set sales outreach plan
- Create sample or test (if applicable)
- Create a guarantee (if applicable)

- Register for relevant trade shows/virtual events
- Plan a product demo for prospective consumers
- Develop a virtual demo or sampling plan
- Develop packaging - don't miss the opportunity to build your brand!
- Sample packaging to customers
- Publish preliminary results from pilot test

Plan

- Run a product demo for internal training
- Develop sales training materials
- Share style guides with team
- Communicate roles and responsibilities to members of launch team
- Plan launch event for customers
- Plan launch event for internal team

Sales & Channel Launch Readiness



Product

- Develop FAQ
- Finalize packaging
- Schedule product photography

Promotion

- Define sales cycles and seeds at each step
- Define sales KPIs
- Draft an email list and message for launch day
- Review CRM for new leads/customer readiness
- Proof and edit website pages and content
- Place advertising
- Write and distribute press releases
- Follow opinion leaders on social media
- Finalize any launch speaking engagements

Place

- Review your product distribution process
- Remind suppliers, manufacturers, etc. about flow of orders post-launch

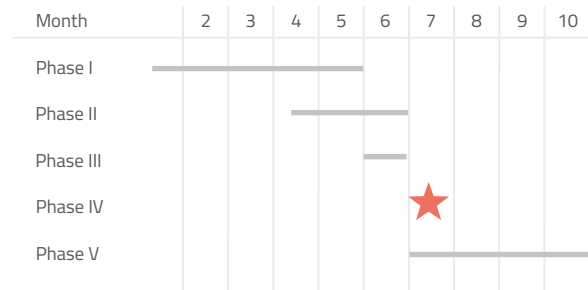
Price

- Test purchase processes for errors or delays

Plan

- Train sales and channel partners
- Create emails under product name for team

Launch Day



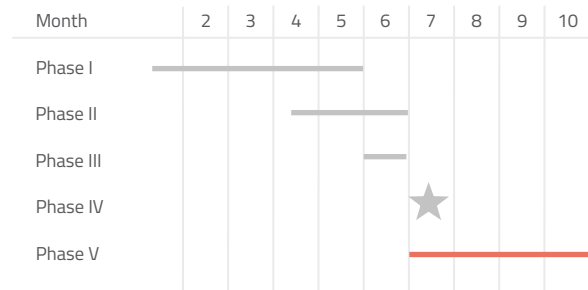
Promotion

- Send out welcoming, excited launch message
- Go live with website
- Host event or speaking engagement
- Publish initial blog post
- Post frequently on social media
- Listen, monitor, and respond online
- Ask influencers to help spread the word
- Write personal notes to your first customers

Plan

- Keep track of how many people attend events
- Add new product info to your email signature

Post Launch



Product

- Take in customer feedback - are there any immediate product changes needed?
- Use metrics to compare results with objectives

Promotion

- Update audience with how launch went
- Plan future content based on launch experience

Price

- Review budget

Plan

- Evaluate launch meeting with team to review what worked/didn't
- Reward your team - celebrate!
- Start thinking about your next launch - is there anything you missed from this list or could add?

Want more?

Sign up for a free 30-minute consultation with one of our principals to discuss your business challenge, or let us know how else we can help.

launchteaminc.com/contact