

Product Launch Checklist

One Box Closer to Success

There are two ways to use this product launch checklist — print for your use or contact info@launchsolutions.com for an Excel format to upload to your company's project management software.

Thanks for Downloading

The enclosed checklist includes common activities for a new product launch. Our expertise is in marketing strategy and tactics, where you'll find the most detail.

Have anything to add? Let us know!

The Five Phases of a New Product Launch



Your team will need to navigate new product launch phases. Launching a product requires an extensive process that involves a lot of small details that may be easy to overlook. Within each phase, we recommend segmenting tactics by five categories:



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.

www.launchsolutions.com/contact

1. Big Picture/Initial Planning

Product

- Define goals, objectives, and purpose
- Set benchmarks for metrics being used to measure success
- Conduct a competitive landscape
- Research market sizing
- Identify IP landscape
- Identify IP strategy
- Research applications
- Define feature set
- Define minimum viable product
- Develop prototype
- Conduct a usability study

Promotion

- Identify prospect company profile
- Develop individual customer personas
- Write a short and long product description
- Create 3-5 unique selling points (USP)
- Define product positioning against existing portfolio (if applicable)
- Define what the offer is to consumers
- Establish incentives for early-action buyers

Place

- Identify outsource partners

Price

- Seek funding
- Develop financial projections
- Define product launch and R&D budget
- Develop an ROI cost justification
- Cross-functional kickoff meeting with R&D, Customer Service, Sales, IP/legal, Production
- Set proposed price after bottom-up and top-down pricing
- Test price viability against customer persona
- Identify post-sale revenue opportunities or upgrades

Plan

- Set a launch date
 - Set a launch timeline
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2. Pre-Launch Prep

Product

- Name product
- Conduct trademark search
- Secure product domain
- Create a user guide
- Create a customer support guide

Promotion

- Conduct customer-site pilot testing
- Explore regulatory or compliance requirements
- Develop a marketing roadmap
- Build a story – corporate/product narrative
- Develop a content calendar
- Make social media pages and style guide
- Register for relevant trade shows
- Run a product demo for prospective consumers
- Sample packaging to customers
- Publish preliminary results from pilot test

Place

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

Price

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

Plan

- Run a product demo for internal training
 - Develop sales training materials
 - Share style guides with team
 - Inform your launch team of roles and activities
 - Plan launch event for customers
 - Plan launch event for team
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3. Sales & Channel Launch Readiness

Product

- Develop FAQ
- Finalize packaging
- Schedule product photography

Promotion

- Craft 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 release(s)
- 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 process for errors or delays

Plan

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

4. Launch

Promotion

- Send out welcoming, excited launch message
- Go live with website
- Host event or speaking engagement
- 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

5. 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 off 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?
