

The Ultimate Product Launch Planning Toolkit





Prepare for Liftoff

Tips for Planning your Next Product Launch

Successfully launching a new product or feature is no simple feat. This guide outlines a simple 4-stage product launch process and provides an overview of what should happen during each one:

- + **STAGE 1:** [Launch Planning](#)
- + **STAGE 2:** [Pre-Launch](#)
- + **STAGE 3:** [Launch](#)
- + **STAGE 4:** [Post-Launch](#)

Once you've read this guide you'll be ready to start planning your next launch with the printable product launch checklist template you downloaded with this guide, or online with our customizable [Google Sheet](#) template.



Stage 1: Launch Planning

The marketing team will be one of your biggest allies throughout the entire launch process; get them involved as early as possible and communicate with them frequently. If your product team doesn't already allocate time every week to communicate with marketing, you'll want to seriously consider putting a weekly sync up session on the books as you plan and prepare for a launch

During the preliminary planning stage you should aim to figure out the who, what, when, where, why & hows of your launch, many of which you can tackle by working alongside marketing to produce PRDs (Product Requirements Documents) and MRDs (Marketing Requirements Documents).

From there, you'll want to determine how big the launch will be and what marketing efforts it will include. It's highly advised that you map out the entire launch process and go-to-market plan early on and define who will be responsible for what, when major deliverables should be complete, and come up with a preliminary launch date.

Another critical part of this stage will be getting internal buy-in, so find a way to rally the troops and get them excited about what's to come and motivate them to help make the launch a success. The earlier you can engage with everyone involved and communicate your needs, the better.



Stage 2: Pre-Launch

This stage is very much the “production” stage of your launch strategy; it’s typically during pre-launch that marketing, sales, and support assets are produced, website updates are made, and the new product or feature is built & fine-tuned to meet requirements.

DON'T FORGET!

- + Talk to customers & collect early feedback
- + Kickstart PR and marketing efforts to create a buzz
- + Train internal teams & partners
- + Produce documentation & other deliverable assets

However, in the race to produce all the assets and deliverables, it’s extremely easy for teams to forget to tackle two very important categories of to-dos: building anticipation about the launch and training internal teams.

Forget to build anticipation and kick off PR efforts early enough and you risk missing your opportunity to make a splash; forget to train customer-facing teams until the last minute (or ever) and you’ll regret it for countless reasons. Make both of these activities priorities on the same level as other to-do’s such as producing documentation.



Stage 3: Launch

When I say “launch” I’m referring primarily launch day; the day of your “big reveal.” Product and website QA should have taken place during the pre-launch stage, but it’s a good idea to give everything a final once over just before you push it live.

DON'T FORGET!

- + Test everything a final time to ensure it’s working
- + Track bugs, complaints & any feedback
- + Ensure engineering resources are allocated to fix any major issues that come up
- + Congrats! You made it to launch day! (But there’s still more work to be done)

Are all the forms on your website working? Are emails sending properly? Go through the sign up, check out, or sales process a few times just to double check that it’s working and give yourself some peace of mind.

Your support team in particular (but also marketing, sales, and other customer-facing personnel) should be prepared to communicate with engineering about any major issues that come up and there should be a system in place for tracking bugs, complaints, and other feedback.



Stage 4: Post-Launch

After launch day, there's still several critical tasks to take care of before you move on to your next big project. Most importantly, you'll want to take a step back and look at the (early) results. Check in on key metrics and see how well they stack up against any goals you set out during the planning stage--and don't forget to check in on feedback and see what customers are saying!

DON'T FORGET!

- + Have a launch retrospective meeting
- + Take a look at early metrics, how is the product doing?
- + Review customer feedback & make improvements

You'll also want to review what happened throughout the entire launch process to find ways to improve the next one. Once your team is done celebrating and the dust settles, have a launch "post-mortem" or retrospective meeting where every team that was involved in the launch is represented and able to provide feedback.

Finally, be sure to have plans in place to continue certain activities on an ongoing basis to ensure your product or feature is successful in the long term. A product launch isn't a set it and forget it activity, and you'll want to continue to monitor metrics & usage data as well as continuously engage your customers and leverage their feedback to improve your product over time.



Get Your Own Interactive Launch Checklist!

1. Get to the Google Sheet template by clicking the link below or copying it into your browser: <http://bit.ly/1KaUqml>
2. Make a copy of the Google Sheet and share it with your team.
3. Customize your checklist based on activities you map out with marketing during pre-planning and mark who is responsible for each task.
4. Use the dropdown menus in the "status" column to mark off tasks as they're completed.

PRO TIP

To communicate with your team from directly within the document, simply select a cell and add a comment. If you want someone to get an email notification, simply tag them in the comment with "+" followed by their email address.

Product Launch Checklist



Early Planning Stage

Strategic Planning	Responsible Party	Status
Define Goals of Launch		<input type="checkbox"/>
Produce PRD (Product Requirements Document)		<input type="checkbox"/>
Product MRD (Market Requirements Document)		<input type="checkbox"/>
Conduct Market Research & Competitive Analysis		<input type="checkbox"/>
Develop Product Positioning & Messaging (+ Name & Brand Product)		<input type="checkbox"/>
Develop Go-to-Market Plan (Launch Strategy) and Map Out Launch Process		<input type="checkbox"/>
Set Tentative Launch Date & Outline Preliminary Timeline for Major Deliverables		<input type="checkbox"/>
Share Upcoming Launch with Organization & Get Buy In		<input type="checkbox"/>

Pre-Launch

Launch Promotion Efforts	Responsible Party	Status
Landing Page "MVP" to Capture Emails & Gauge Market Interest (For Products Without Existing Userbase)		
Write & Revise Copy		<input type="checkbox"/>
Design		<input type="checkbox"/>
Build		<input type="checkbox"/>
QA		<input type="checkbox"/>
Push Live		<input type="checkbox"/>
Promote		<input type="checkbox"/>
A/B Test & Optimize		<input type="checkbox"/>
Landing Page for New Product (To Go Live on Launch Day)		
Write & Revise Copy		<input type="checkbox"/>
Design		<input type="checkbox"/>
Build		<input type="checkbox"/>
QA		<input type="checkbox"/>

A/B Test & Optimize		<input type="checkbox"/>
Push Changes Live		<input type="checkbox"/>
Launch Announcement Blog Post		
Write		<input type="checkbox"/>
Review & Revise		<input type="checkbox"/>
Schedule & Publish		<input type="checkbox"/>
Promote		<input type="checkbox"/>
Monitor Comments & Gather and Respond to Feedback		<input type="checkbox"/>
Paid Campaigns		
Banner Ads		<input type="checkbox"/>
AdWords		<input type="checkbox"/>
Retargeting		<input type="checkbox"/>
Paid Social Media		<input type="checkbox"/>
Affiliate Marketing		<input type="checkbox"/>
Public Relations		
Write, Revise, & Finalize Press Release and Press Kit		<input type="checkbox"/>
Coordinate Distribution (Wire Service, Media Distribution List etc.)		<input type="checkbox"/>
Personalized Outreach Efforts (Emailing relevant journalists & media outlets with early information about launch)		<input type="checkbox"/>
Outreach Efforts to Influencers & Analysts		<input type="checkbox"/>
Social Media		
Write and Schedule Posts on Social Media for Days/Weeks Leading up to Launch		<input type="checkbox"/>
Write and Schedule Posts on Social Media for Day of Launch		<input type="checkbox"/>
Write and Schedule Posts on Social Media for Days/Weeks Following Launch		<input type="checkbox"/>
Monitor & Document Feedback on Social Channels and Engage with Customers (Ongoing)		<input type="checkbox"/>
Whitepaper		
Produce Content		<input type="checkbox"/>
Create Landing Page		<input type="checkbox"/>
Create Delivery Email		<input type="checkbox"/>
QA Process		<input type="checkbox"/>
Publish		<input type="checkbox"/>
Promote		<input type="checkbox"/>
Live Demo/Webinar Event for Prospects		
Schedule		<input type="checkbox"/>
Create Landing Page		<input type="checkbox"/>
Promote with Email		<input type="checkbox"/>
Reminder Email		<input type="checkbox"/>

Give Demo		<input type="checkbox"/>
Post-Demo Email		<input type="checkbox"/>
Product Demo on Website for Prospects		
Create Landing Page		<input type="checkbox"/>
QA Demo & Process		<input type="checkbox"/>
Promote		<input type="checkbox"/>
Assets to Produce	Responsible Party	Status
Support/Success Assets		
Documentation		<input type="checkbox"/>
Tutorials and Other Onboarding Materials		<input type="checkbox"/>
FAQ		<input type="checkbox"/>
Knowledge Base Articles		<input type="checkbox"/>
Canned Responses		<input type="checkbox"/>
Sales Assets		
Slide Decks (& other Sales Materials)		<input type="checkbox"/>
Data Sheet/ Product Brief		<input type="checkbox"/>
Testimonials & Case Studies		<input type="checkbox"/>
Customer Communication	Responsible Party	Status
Launch Preview Email to Current Customers (To Send Ahead of Launch & Generate Buzz)		
Write & Revise Copy		<input type="checkbox"/>
Design		<input type="checkbox"/>
Build		<input type="checkbox"/>
Define Lists to Send to		<input type="checkbox"/>
Email QA		<input type="checkbox"/>
Schedule and Send		<input type="checkbox"/>
Live Demo/Webinar Event for Current Customers		
Schedule		<input type="checkbox"/>
Produce Webinar/Demo Content		<input type="checkbox"/>
Create & Publish Landing Page		<input type="checkbox"/>
Promote		<input type="checkbox"/>
Write and Send Reminder Email		<input type="checkbox"/>
Present Demo		<input type="checkbox"/>
Write and Send Post-Demo Email		<input type="checkbox"/>
Launch Announcement Email to Database (To Send Day of Launch)		
Write & Revise Copy		<input type="checkbox"/>

Design		<input type="checkbox"/>
Build		<input type="checkbox"/>
Define Lists to Send to		<input type="checkbox"/>
Email QA		<input type="checkbox"/>
Schedule and Send		<input type="checkbox"/>
Welcome Email for New Customers		
Write & Revise Copy		<input type="checkbox"/>
Design		<input type="checkbox"/>
Build		<input type="checkbox"/>
Email QA		<input type="checkbox"/>
Training & Product Demo	Responsible Party	Status
Sales		<input type="checkbox"/>
Customer Support & Success		<input type="checkbox"/>
Marketing		<input type="checkbox"/>
Partners		<input type="checkbox"/>
Final QA & Process Check	Responsible Party	Status
Product QA		
Functions as intended		<input type="checkbox"/>
Meets Predefined Requirements in PRD		<input type="checkbox"/>
Tracking Functions Properly		<input type="checkbox"/>
Landing Page & Website QA		
Page is Free of Typos		<input type="checkbox"/>
Signup Form Functions Properly		<input type="checkbox"/>
Tracking Functions Properly		<input type="checkbox"/>
Email QA [Check all Scheduled Emails]		
Free of Typos		<input type="checkbox"/>
Links are Correct		<input type="checkbox"/>
Tracking Functions Properly		<input type="checkbox"/>
Processes		
Support Email and/or Ticketing System is Working		<input type="checkbox"/>
Customer Support Link or Contact Email is Published and Easy to Find		<input type="checkbox"/>
Bug Tracking Process is Implemented		<input type="checkbox"/>
Extra Engineering Resources Allocated to Bug Fixes on Launch Day		<input type="checkbox"/>
Process for Collecting Customer Feedback is in Place		<input type="checkbox"/>

Post Launch

Congrats, You Made it!	Responsible Party	Status
Hold a Product Launch Retrospective Meeting		
Review Performance of Social Promotion Efforts During and Prior to Launch		<input type="checkbox"/>
Review Performance of Public Relations Efforts		<input type="checkbox"/>
Review How Well Trained Teams Felt		<input type="checkbox"/>
Find Ways to Improve Your Product		
Review Key Metrics & Analytics Data		<input type="checkbox"/>
Review Feedback Collected During Launch		<input type="checkbox"/>
Continue to Engage Customers		
Send Product Survey to Customers		<input type="checkbox"/>
Schedule & Conduct Customer Success Calls and Interviews		<input type="checkbox"/>
Continue Monitoring Social Channels for Feedback & Actively Engaging with Customers		<input type="checkbox"/>
Continue Promoting your Product or Feature on Social Media and Elsewhere		<input type="checkbox"/>
Start Planning the Next Launch!		

The Key to a Successful Launch: Engage Users Early and Often

Get customer feedback on new features both before and after launch. UserVoice allows you to easily communicate with supporters of a feature so you can get volunteer beta testers and drive early adoption



- + Leverage customer feedback to discover new opportunities and diagnose customer pain
- + Collect actionable data & easily prioritize feature requests
- + Close the feedback loop and let users know when you've built something they've requested

CREATE AN ACCOUNT!

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14-day trial today!