



Toolkit 3.0 – Launch Strategy + Distribution

Purpose: Plan your go-to-market rollout and structure how your product or service will reach your audience.

Section 1: Launch Strategy

Launch Name or Campaign Title:

Target Launch Date:

Type of Launch:

☐ Soft Launch ☐ Hard Launch ☐ Beta Program ☐ Pre-Orders

Launch Goals (Check all that apply):

☐ Revenue Generation

☐ Brand Awareness

☐ Community Growth

☐ Creator Engagement

☐ Market Validation

Do you want activations?

☐ Influencer/Brand Ambassadors

☐ Campus or IRL Events

☐ Web3/NFT Integration

☐ Press & PR Campaigns

Marketing Channels to Focus On:

☐ Instagram

☐ TikTok

☐ YouTube

☐ Email

☐ X (Twitter)

☐ Discord

☐ Paid Ads

☐ Other: _____

Do you have a launch budget?

\$ _____

Section 2: Campaign Assets & Content Planning

Has media content already been created?

☐ Yes ☐ No ☐ In Progress

Assets You Plan to Include (check all that apply):

☐ Video Ads

☐ Graphic Templates

☐ Photoshoots

☐ Explainer Content

☐ UGC / Influencer Content

☐ Promo Codes or QR Codes

Do you need creative support?

☐ Copywriting

☐ Ad Design

☐ Video Editing

☐ Campaign Direction

Upload or Link Existing Media Plan (if any):

Ad Spend Allocated (if any):

\$_____

Affiliate / Referral Setup?

☐ Yes ☐ No ☐ Need Help

Section 3: Distribution

Type of Product or Service Being Delivered:

Is this a physical product?

☐ Yes ☐ No ☐ Both Physical + Digital

How will it be delivered?

☐ Self-fulfilled

☐ Dropshipped

☐ NFT Las Vegas Fulfillment Support

Sales Platforms Being Used:

☐ Shopify

☐ WooCommerce

☐ Gumroad

☐ Stripe

☐ Custom Smart Contract

☐ Other: _____

Add-On Services Needed:

☐ Shipping Insurance

☐ Inventory Sustainability Support

☐ Warranty Program

☐ Affiliate or Creator Distribution Channels

☐ Email Automations & Follow-Ups

Expected Fulfillment Start Date:

Ongoing Distribution Plan or Exit Strategy (if any):
