



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):
