200603 M5|L1 Lab Launch Plan Template

**Exercise 2:** Develop a launch plan for the scenario

Part I: Complete the launch plan based on the product concept and additional information provided.

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| Product launch plan template | |
| Planning component | Recommended entries |
| Launch strategy | * Define the overall launch strategy and objectives * Include product launch forecasts |
| Messaging and positioning | * Define the product messaging strategy * Outline product positioning considerations |
| Pricing and discounting | * Define the product pricing strategy * Define potential discounting opportunities |
| Sales promotions | * Describe planned sales promotions * Specify sales promotion timing and details |
| Marketing collateral | * Define required marketing collateral * Include social media and web marketing considerations |
| Sales tools and demos | * Outline sales and demo information |
| Advertising and demand generation activities | * Define advertising and demand-generation activities |
| Public relations activities | * Describe public relations activities |
| Industry analysts roll out and reviews | * Document plans to attain industry analysis of your product that evaluates its ability to meet current and future needs |
| Events | * List any tradeshows, industry, or digital events planned * Include event schedules and venues |
| Beta plan | * Define who will participate in product beta testing and how the process will work |
| Schedules and costs | * Define launch schedules and costs |

Part II: Launch planning blank template

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| Product launch plan template | |
| Planning component | Recommended entries |
| Launch strategy | * The launch will follow a phased rollout strategy, starting with current Beta participants, then expanding to all existing clients, and finally opening to the public after full readiness. |
| Messaging and positioning | * Messaging will highlight productivity gains, ease of integration, and data security. * Positioning will focus on “The fastest and most intuitive B2B workflow automation tool.” |
| Pricing and discounting | * Standard subscription model: $99/month per user. * Beta users and early adopters will receive a 20% discount for the first 6 months. |
| Sales promotions | * Early access sign-up campaign with limited-time discount. * Referral program offering 1 free month per new client referred. |
| Marketing collateral | * Product brochure, feature comparison charts, use case PDFs, video tutorials. |
| Sales tools and demos | * Interactive demo portal, pre-recorded demo videos, live webinar sessions. |
| Advertising and demand generation activities | * Paid search ads, LinkedIn sponsored content, industry newsletter placements. |
| Public relations activities | * Press release to major tech and business outlets on launch week. * Coordinate with PR firm to pitch exclusive stories to trade media. |
| Industry analysts roll out and reviews | * Provide early access to industry analysts for feedback and reviews. * Schedule briefing sessions with Gartner and Forrester contacts. |
| Events | * Host a virtual launch event with product demo and customer testimonials. * Participate in Q3 industry expo as an exhibitor. |
| Beta plan | * Beta testing conducted June 10 – July 5, 2024, with 40 testers. * Collected feedback used to finalize feature set and bug fixes. |
| Schedules and costs | * Target launch date: July 15, 2024 * Estimated launch budget: $30,000 (marketing, PR, dev support) |