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 |  |
| Messaging and positioning |  |
| Pricing and discounting |  |
| Sales promotions |  |
| Marketing collateral |  |
| Sales tools and demos |  |
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