Product Launch Template

Objectives:

[List and describe goals for launch- explain here how you plan to measure the success]

Market Research:

[Include info about any market research, including current state of market, demand for product, external and internal factors]

Target Market:

[Describe research and details on demographic, this could include age, location, spending habits etc. Create a list of target personas/buyer personas to demonstrate target market, example table below]

EG:

|  |  |
| --- | --- |
| **Persona Type** | **Profile** |
| Buyer personas | [add information about target personas in this column] |
|  |
| User personas |  |
|  |

Competitive Analysis:

[Include information on top/main competitors here, what are their strengths and weaknesses? Include their messaging/features of promotion, and compare with own brand/product]

Messaging:

Product Description: [write short description of product here]

Position Statement: [express how product fills consumer need- how does it fulfil in a way competitors don’t]

Value Pillars: [how does your product add value? Define these here and title these, for example: ‘Reduce spend’ or ‘Streamline Process’.

EG:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Value Pillar 1** | **Value Pillar 2** | **Value Pillar 3** |
| **Product Promise** |  |  |  |
| **Customer pain points\*** |  |  |  |
| **Product proof points\*\*** |  |  |  |

\*Specific problem customers are experiencing

\*\* evidence of quality/uniqueness of product

Pricing:

[any pricing information- pricing structure, subscription options, packages, rationale behind]

Communications Activities:

[Plan launch-day communications, use communications template, or see example table below]

EG:

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Due (dd/mm/yyyy)** | **Status**  | **Who Responsible** |
| **Press Release** |
| [e.g send press release to….] |  |  |  |
|  |  |  |  |
| **Email** |
|  |  |  |  |
|  |  |  |  |
| **Blog** |
|  |  |  |  |
|  |  |  |  |
| **Socials** |
|  |  |  |  |
|  |  |  |  |

Product Release Schedule/Planner:

[Outline schedule for product release to co-ordinate team- include dates, responsibilities, and timeline]

Success Metrics/Measurements:

[Describe how success will be measured for each set goal of product launch. Where will you gather this information from? Over what length of time will you measure this? Your goals should be SMART (Specific, Measurable, Achievable, Realistic, Timely).]

EG:

|  |  |
| --- | --- |
| **Goal** | **Metrics** |
| [Eg: increase company revenue] | [Eg: 20% increase in revenue in 12 months] |
|  |  |
|  |  |
|  |  |

Support Contact:

[insert name and contact details of team members/colleagues involved with product launch, as well as what their responsibilities are]

References:

[Include links to any research that is relevant, as well as other key documents or files]