

# THE ULTIMATE CHECKLIST FOR A PRODUCT LAUNCH



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**KEY ELEMENTS OF A PRODUCT LAUNCH CHECKLIST**

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# INTRODUCTION

## What is a product launch checklist?

Getting ready to launch a product could often prove to be a tedious task. Undoubtedly, a lot of hard-work and planning goes into launching a new product, however it is essential to put in efforts to ensure that they produce fruitful results. This can be ensured with the help of a checklist that helps keep a tab on all the essential requirement pre-launch, during the launch, and post-launch of the product. This simple technique offers a templated approach to planning and executing upcoming releases in a comprehensive, predictable, and efficient way.

## Why do you need a checklist for product launch?

Product managers own both the big picture (planning product strategy and positioning) and the small details (writing features or user stories) of a product launch. They also manage or coordinate the contributions of a cross-functional product team and often benefit from assistance of trusted project managers on those teams as well.

Product managers who want to deliver on their product vision with the best possible execution need to provide clear criteria for launch readiness. A checklist gives them a fair idea on whom they work, a way to coordinate and track initiatives and dependencies, so that everyone can work together to deliver a successful launch.

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# ELEMENTS OF A SUCCESSFUL PRODUCT LAUNCH CHECKLIST

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## Pre-product launch

*Pre-launch will deal with all events that occur prior to going live with the product. If a product is the house you've worked so hard to build, your pre-launch initiatives is the solid foundation for it to be successful. One of the critical elements in this stage is planning regarding the best channels to promote the product on. Choose the right channel for your product carefully and strategically. From there, profits can be reinvested to gradually expand the business to other channels. This checklist to be followed here is:*

- Pick a winning product to serve unmet needs in the target market*
- Conduct market research to ensure that the product resonates with target audience*
- Test the product to establish quality control*
- Generate awareness and hype*
- Ensure marketing team is promoting the product in the best light and within the budget*
- Ensure your team is on the same page*

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## Product launch

*The product launch is a specific window of time that your business has to capitalize on excitement and momentum generated by your product going live. Your sales, customer service, and marketing initiatives are critical to making the most of this time window.*



*Train the sales team*

*Prepare the customer service team to smooth out any bumps along the way*



*Check data on regular basis so that targeting strategies can be quickly adjusted*





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PRODUCT LAUNCH?





## Post-launch

*The post-launch strategies involve keeping tabs on how the product is performing in the market. It also involves comparing the current performance with that of the standards set. This helps identify the gaps in product performance and the product managers can quickly formulated strategies to ensure the performance is brought back on track.*



*Interact with customers*

*Assess the launch reception and its effectiveness*

*Take feedback from customers and channels*

*Check if sales targets are met*

*Secure budget to address post-launch issues*

# CONTACT INFO



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