

Product Launch Media Plan Sample

1. Product Overview

Product Name: NewProduct X1

Launch Date: [MM/DD/YYYY]

Summary: A brief description of NewProduct X1 and its unique value proposition.

2. Objectives

- Increase brand awareness by 30% within 6 months of launch
- Secure 10 media placements within the first 2 months
- Generate 2,000 signups or sales in the first quarter

3. Target Audience

- Primary: Young professionals, aged 20-35, tech-savvy
- Secondary: Early adopters, industry influencers

4. Key Messages

- Highlight innovative features and benefits
- Emphasize ease of use and integration
- Showcase testimonials and early user feedback

5. Media Channels

Channel	Activity	Timing
Press Release Distribution	Send to tech journalists and newswires	[Launch week]
Technology Blogs	Outreach for product reviews and interviews	[Pre-launch & launch week]
Social Media	Teasers, live launch event, feature highlights	[Ongoing, starting pre-launch]
Influencer Partnerships	Product demos, sponsored content	[Launch month]
Email Campaigns	Announce launch to subscribers	[Launch day & follow-up]

6. Measurement & KPIs

- Media mentions and sentiment analysis
- Website traffic and referral sources
- Social engagement and hashtag usage
- Conversion and signup rates

7. Timeline

Week	Activities
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-4 to -1	Develop media materials, brief influencers, prepare content
0 (Launch)	Distribute press release, launch event, outreach to media
+1 to +4	Follow-up with media, share coverage, initiate influencer campaigns
+5 onwards	Ongoing media monitoring and engagement

8. Budget (Sample)

Item	Amount (\$)
Press Release Distribution	1,500
Influencer Partnerships	3,000
Content Development	2,000
Social Advertising	2,500
Total	9,000

9. Contacts

Media Contact: [Full Name]

Email: [email@company.com]

Phone: [000-000-0000]