

Product Launch Communication Plan Example

1. Objectives

- Announce the new product to key stakeholders, internal teams, and customers.
- Generate awareness and excitement prior to launch date.
- Ensure consistent product messaging across all audiences.

2. Key Messages

- Highlight main product features and benefits.
- Emphasize how the product solves customer pain points.
- Showcase differentiators from competitors.
- Include launch date and availability.

3. Stakeholders & Audiences

- Internal Teams (Sales, Marketing, Support, Leadership)
- Current and Potential Customers
- Partners/Distributors
- Media & Industry Analysts

4. Communication Channels

- Email Announcements
- Company Website & Blog
- Press Release
- Social Media Platforms
- Internal Newsletter
- Webinar or Virtual Launch Event

5. Communication Timeline

Phase	Activity	Responsible	Timing
Pre-Launch	Teaser campaigns on social media Email save-the-date	Marketing Team	4 weeks before launch
Launch	Press Release Product Page Live Internal Kickoff	PR & Product Team	Launch day
Post-Launch	Follow-up customer email Social proof sharing	Customer Success Team	1 week after launch

6. Approval Process

- Draft all external communications for review.
- Obtain sign-off from Marketing Lead and Product Manager.
- Coordinate with Legal/Compliance if required.

7. Measurement & Success Criteria

- Email open and click-through rates
- Website traffic and product page visits
- Social media engagement
- Media coverage and mentions
- Lead generation and sales inquiries