

Marketing Channels Strategy Brief

Product Launch: [Product Name]

Date: [Insert Date]

Prepared By: [Your Name / Team]

OBJECTIVES

- Generate awareness and excitement for [Product Name].
- Drive traffic to launch assets (e.g., website, landing page).
- Acquire leads and early adopters.
- Enable sales and support teams with launch materials.

TARGET AUDIENCE

- [Primary Customer Segment 1]: Brief description
- [Primary Customer Segment 2]: Brief description
- [Secondary Segment(s)]: Brief description

CORE CHANNELS

- Email Marketing:** Announcement campaigns and nurture sequencing.
- Social Media:** Organic posts, stories, and influencer collaboration across platforms (e.g., LinkedIn, Instagram, X).
- Content Marketing:** Blog posts, thought leadership articles, and downloadable guides.
- Paid Media:** Targeted ads on search and social platforms.
- Events & Webinars:** Virtual or physical launch events, demo sessions.
- PR & Media Outreach:** Press releases, product reviews, and interviews.

CHANNEL MIX SUMMARY

CHANNEL	GOAL	KEY METRICS
Email	Engage subscribers; drive traffic	Open rate, CTR, signups
Social Media	Build awareness; foster sharing	Impressions, reach, shares
PPC Ads	Acquire leads; boost signups	CPC, conversions
Content	Educate; SEO & inbound	Views, downloads
PR	Establish credibility	Media mentions
Events	Demonstrate product	Registrations, attendance

KEY MESSAGES

- [Product Name] solves [main problem] for [target audience].
- [Unique Value Proposition / Differentiator 1]
- [Benefit 2]
- [Call-To-Action: e.g., Sign up for early access]

TIMELINE (KEY MILESTONES)

- Teaser Campaign: [Dates]
- Official Launch: [Date]

- Early Access/Trial: [Period]
- Ongoing Nurture: [Dates]

RESPONSIBILITIES

- Email & Content: [Owner]
- Paid Media: [Owner]
- Social & Influencers: [Owner]
- PR & Events: [Owner]

NOTES

[Add any other critical notes or special considerations for launch execution.]