

# Marketing Launch Checklist Template

Project/Product Name: \_\_\_\_\_

## 1. PRE-LAUNCH PREPARATION

- | Define launch goals & KPIs
- | Identify target audience
- | Develop messaging & positioning
- | Finalize product/service details
- | Prepare marketing assets (images, copy, etc.)
- | Set launch date & timeline

## 2. CONTENT & COLLATERAL

- | Press release draft & approval
- | Blog post preparation
- | Design social media graphics
- | Create email campaign content
- | Prepare FAQs & support docs

## 3. CHANNEL PLANNING

- | Update website/landing page
- | Schedule social media posts
- | Set up paid ads (if any)
- | Coordinate influencer outreach

## 4. INTERNAL ALIGNMENT

- | Notify sales & support teams
- | Share launch plan & docs internally
- | Set up analytics & tracking

## 5. LAUNCH DAY

- | Activate website/landing page changes
- | Publish press release & blog post
- | Send launch emails
- | Post on all social media platforms
- | Monitor launch performance & feedback

## 6. POST-LAUNCH ACTIONS

- | Analyze results & report on KPIs
- | Gather customer feedback
- | Optimize based on data
- | Share learnings with team

Notes:

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