

# 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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