

Product Launch Marketing Plan Template

1. Executive Summary

[Brief overview of the marketing plan, product, goals, and expected outcomes]

2. Product Overview

- **Product Name:** [Enter name]
- **Description:** [Enter brief description]
- **Unique Selling Proposition (USP):** [What sets it apart]
- **Target Launch Date:** [Enter date]

3. Market Analysis

- **Target Audience:** [Define demographic & psychographic details]
- **Market Need:** [Problem your product solves]
- **Competitive Analysis:** [Key competitors & positioning]

4. Goals & Objectives

- [List measurable marketing goals, e.g., leads, conversions, revenue targets]

5. Key Messages

- [Primary value proposition]
- [Supporting messages & proof points]

6. Marketing Strategies & Channels

Channel	Strategy	Owner
Website/Landing Page	[Details]	[Name]
Email Marketing	[Details]	[Name]
Social Media	[Details]	[Name]
Public Relations	[Details]	[Name]
Advertising	[Details]	[Name]

7. Launch Timeline

Milestone	Date	Owner
[e.g., Press Release Drafted]	[Date]	[Name]
[e.g., Influencer Outreach]	[Date]	[Name]
[e.g., Launch Event]	[Date]	[Name]

8. Budget Overview

Item	Estimated Cost
[e.g., Paid Ads]	[Amount]
[e.g., Content Creation]	[Amount]

[e.g., Event Costs]	[Amount]
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9. Success Metrics & KPIs

- [e.g., Website Traffic]
- [e.g., Leads Generated]
- [e.g., Units Sold]
- [e.g., Social Engagement]

10. Roles & Responsibilities

Team Member	Role	Contact
[Name]	[Responsibility]	[Email]
[Name]	[Responsibility]	[Email]

11. Risks & Contingency Plans

- [Identify possible risks and mitigation plans]

12. Notes

[Additional notes or comments]