

Product Launch Content Timeline

Timeline Overview

PHASE	WEEK	CONTENT DELIVERABLES
Pre-Launch	Week 1–2	<ul style="list-style-type: none">Teaser Social Media PostsInternal FAQ SheetLanding Page Draft
Preparation	Week 3–4	<ul style="list-style-type: none">Announcement Blog DraftEmail Sequence PlanningPress Release DraftProduct One-Pager
Launch Week	Week 5	<ul style="list-style-type: none">Product Announcement BlogPress Release PublishedLaunch Emails SentSocial Media Launch Posts
Post-Launch	Week 6+	<ul style="list-style-type: none">Case Study Drafts & TestimonialsHow-to Content & GuidesFollow-up Email Sequence

Content Responsibility

- Marketing: Social media & email content, blog posts
- Product: Product details & FAQ, guides
- PR: Press release coordination