

# Product Launch Content Timeline

## Timeline Overview

PHASE	WEEK	CONTENT DELIVERABLES
Pre-Launch	Week 1–2	<ul style="list-style-type: none"><li>• Teaser Social Media Posts</li><li>• Internal FAQ Sheet</li><li>• Landing Page Draft</li></ul>
Preparation	Week 3–4	<ul style="list-style-type: none"><li>• Announcement Blog Draft</li><li>• Email Sequence Planning</li><li>• Press Release Draft</li><li>• Product One-Pager</li></ul>
Launch Week	Week 5	<ul style="list-style-type: none"><li>• Product Announcement Blog</li><li>• Press Release Published</li><li>• Launch Emails Sent</li><li>• Social Media Launch Posts</li></ul>
Post-Launch	Week 6+	<ul style="list-style-type: none"><li>• Case Study Drafts &amp; Testimonials</li><li>• How-to Content &amp; Guides</li><li>• Follow-up Email Sequence</li></ul>

## Content Responsibility

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