

The Definitive **Product Launch Checklist**

(Because there's no crying in product launches)



We know you're a super busy person, which is why we created the Definitive Product Launch Checklist to help you master the art of the new feature announcement. **Whether it's work, mind, body, or soul, we've got you covered.**



45 days out



Panic Level: Stomach pains when you randomly remember it's only a month and a half away

Product

Here's what the Marketing/Sales/CS orgs need from you to get started

- ✓ Finalize launch date
- ✓ Confirm feature name
- ✓ Begin testing to determine what FAQs might be

Customer Support

- ✓ Begin testing to determine what FAQs might be

Product Marketing

- ✓ Determine launch messaging (and theme, if applicable)
- ✓ Gather social proof quotes from customers with early access

Partner Marketing

- ✓ Determine if feature can be co-marketed
- ✓ Identify partners and reach out

Everyone

- ✓ Remind yourselves you're awesome by watching the pep talk scene from *Cool Runnings*



30 days out



Panic Level: Cold sweats when you pass the engineering pod

PR

- ✓ Reach out to media for announcement/interview placement

20 days out



Panic Level: 20-minute breaks every afternoon to pet the office dogs

Product Marketing

- ✓ First draft of collateral
 - Deck slides
 - One-sheet
 - Blog post
 - Sales readiness FAQ

Partner Marketing

- ✓ Receive first drafts of partner marketing efforts for approval

Everyone

- ✓ Blow off some steam with a 20-minute dance party



14 days out



Panic Level: Stretchy pants only because stress snacking is a real thing

Product Marketing

- ✓ Legal review of collateral

PR

- ✓ Finalize media placement



10 days out



Panic Level: You're watching *The Notebook* to self-soothe

Customer Support

- ✓ Full feature demo for sales team
- ✓ Write Help Center documentation for new feature
- ✓ First draft of launch webinar
 - Content
 - Hosts
 - Expected questions
 - Expected day(s)/time(s)

Product Marketing

- ✓ Educate sales team on target persona/messaging/collateral

Everyone

- ✓ Go for a 15-minute walk (unless it's raining/snowing... and if it is, just have a big group stretch)



7 days out



Panic Level: Your eye randomly twitches now

Product Marketing

- ✓ First draft of all collateral

Partner Marketing

- ✓ Confirm final drafts of partner marketing efforts

5 days out



Panic Level: You bought plane tickets because you need something to look forward to

Demand Generation/Growth Marketing

- ✓ Identify email targets
- ✓ Prepare email announcement

Customer Support

- ✓ Finalize launch webinar

Everyone

- ✓ JENGA TOURNAMENT



1 day out



Panic Level: That feeling like you're forgetting something, but over and over for eternity

PR

- ✓ Send announcement to media (under embargo)

Everyone

- ✓ Banish your anxiety! Try a group mindfulness exercise
 - Alternatively: Watch the pep talk scene from *Remember the Titans*



Launch day!

morning



Panic Level: You're not sure if the chorus of a thousand screams is coming from inside your head or is actually happening in the office

Product Marketing

- ✓ Publish blog post

Demand Generation/Growth Marketing

- ✓ Promote on social
- ✓ Send email announcement

Partner Marketing

- ✓ Confirm partner efforts have gone live

PR

- ✓ Confirm announcements have gone live

Sales

- ✓ Reach out to prospects about new feature

Customer Support

- ✓ Reach out to customers about new feature
- ✓ Invite them to launch webinar
- ✓ Publish Help Center documentation for new feature

Everyone

- ✓ Spread the word!



Launch day! ***afternoon***



Panic Level: Big exhales

Everyone

- ✓ Party
 - Food
 - Booze (if you're into that – and hey, no peer pressure)
 - Balloons
 - Sweet tunes