Product Launch Checklist

ActiveCampaign ›

Researching and launching a new product may seem daunting, but it doesn't have to be. With the right tools in place, you will be set up for success!

Thanks to ActiveCampaign, you now have access to our Product Launch Checklist Template!

This checklist template walks you through how to accomplish each step as you prepare to launch your product. It helps organize the process whether you have one team or multiple teams collaborating as you prepare for your product release.

From researching your target audience, considering product and design features, developing a go-to-market plan, and creating promotional material, just to name a few, you won't miss any key steps as you plan.

You can check off items one-by-one to know that you are positioning your product to succeed.

Best of luck with your product launch!

Product Launch Free Tool Checklist

☐ **Conduct audience research**

Learn what your audience is looking for by asking them. A product will be successful if it solves its customers' needs. This is a simple task of understanding the problem so that you can then provide the solution. Your audience is everything to you. Looking into and studying their responses will allow you to target the right people and speak to them in ways that will resonate with them. You want your marketing plans to reach the correct audience and this is your way of ensuring they do.

☐ Figure out what it means to be the solution to your audience's problem.

☐ Listen to your audience and study their responses to educate your decision making.

☐ Learn and understand your target audience.

☐ **Determine product & design features**

Design your product! Use what your audience wants to help educate you. This takes us back to listening to your audience. Your audience knows what they want and knows best, so it comes down to giving them the opportunity to tell you what they're interested in and then listening to that information when designing the product. Is the product going to be digital or physical? What are the specs? Where it will be sold is essential to how it sells. Ensure you're picking the right audience by studying your audience's behavior and understanding where they go for products. These are important questions to answer.

☐ Understand what your audience would like.

☐ Determine what the product looks like.

☐ Determine where the product will be sold.

☐ **Detail operations logistics**

Get down to the nitty-gritty details. Understanding the way that you're going to distribute your product is vital. Again, you want to look into physical vs. digital, as that will go a long way towards determining how you distribute. Consider how to go from conception to manufacturing and the potential pitfalls along the way.

☐ Figure out how you will deliver your product.

☐ If it's a physical product, determine how you will manufacture it.

☐ If it's a digital product, determine how you will digitally produce it.

☐ **Product testing**

It's as straightforward as it sounds! This is perhaps the most important step in the entire checklist. You need to ensure that your product works seamlessly and without any hiccups along the way. If there's an issue with how the product works, your customers will find it. You also want your customers to be able to pay in a way that doesn't involve any confusion. Go through your own payment process and ensure that there are no issues. The easier it is to buy, the more likely your customers will go through the process of purchasing.

☐ Test your product to make sure everything works as it's supposed to.

☐ Test getting the product through checkout and purchasing.

☐ Ensure the buying process is as simple as it can be for customers.

☐ **Develop your go-to-market plan**

Determine how you're going to position your product among its competitors. A funnel strategy focuses on attracting leads and turning them into sales, while a flywheel approach focuses on long-term relationships with customers. Consider marketing on Facebook, Twitter, LinkedIn, all social media, and more. Focus on how you're going to get your product out there. Meanwhile, are you better than your competition? What features do you have that your competitors are missing? Focus on what you provide that others don't in this step.

☐ Consider different strategies such as a funnel strategy or a flywheel approach.

☐ Consider the different types of content you want to share as you promote your product.

☐ Consider your competition and how you'd like to stand against them.

☐ **Plan your positioning document**

This is where you will use the audience research that you conducted earlier in the checklist. Determine your market fit and what features you are providing to your audience. Where do you see the product going and what markets would you most like to reach? Target those areas and markets by checking off the box. Who makes up the group of people you want to and feel will purchase your product? Define that. Separate yourself from the competition by defining your core features that aren't available in other products.

☐ Lay out the vision for the product.

☐ Describe your target audience.

☐ Explain how your product is different from what's already available.

☐ **Come up with your communications plan**

How will you communicate the product to your audience! How you portray your own product will go a long way towards determining how others perceive said product. This is your opportunity to blast out your product and get people excited about what you're offering. You don't want to post 12 times in 1 day then 0 times the next day. Create a schedule so that you can keep track of your marketing plans.

☐ Work on creating a positive initial impression from your audience.

☐ Consider social media and how you plan on posting to spread the news about your product.

☐ Create a content calendar to create a steady drumbeat of information about your product and keep excitement up.

☐ **Make your internal goals and steps for success**

Everything from launch date to promotional materials and more. Much like this checklist, ensure everything is in one reachable place so you aren't scrambling to find anything. Consider who's going to be doing the social media work. Who's going to be sending out product update emails? Don't have people stepping on each other's toes by assigning roles. Set some goals and deadlines that you can reach to know you're sticking to the timeline you've set for yourself.

☐ Determine what you want your timeline to be.

☐ Assign roles to different members of your teams to ensure a smooth workflow.

☐ Set goals for each step of your plan.

☐ **Decide on a launch date**

When will you release your product? Always aim to provide advanced notice, so you're therefore able to build excitement around the launch date. Everything you do should come back to your goals. How will your launch date help you reach the goals you set? Get busy on social media putting the date out there. Create countdowns that end when the product launches.

☐ Let the world know when your product will be available.

☐ Consider the goals of your product launch and how your timing will help achieve them.

☐ Build up excitement by announcing the launch date.

☐ **Create training documentation**

Train users on how to use your product. Your users need to be able to understand how to use your product effectively. Additionally, if your own team can't effectively use the product, you can't expect your audience to. Your team will require different training than the general public does so they are complete masters of using your product. Ensure everyone on your team is an expert by creating internal and external training documents.

☐ If it's a physical product, create an instruction manual that also links to any available online resources you've created.

☐ If it's a digital product, create an online resource such as a knowledge base, tutorial videos, and more.

☐ For internal employees, ensure everyone knows the ins and outs of the product.