# Product Launch Communication Checklist.

## General checklist for internal & external stakeholders.

<table>
<thead>
<tr>
<th><strong>Internal Stakeholders</strong></th>
<th><strong>External Stakeholders</strong></th>
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<tbody>
<tr>
<td><strong>Launch dates.</strong></td>
<td><strong>Launch notification messages.</strong></td>
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<tr>
<td>Information about when the product will be launched internally. This helps align all departments and prepare them for the launch.</td>
<td>Messages sent to customers, clients, and the general public announcing the launch date and key features.</td>
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<tr>
<td><strong>Training resources &amp; documentation for support/sales.</strong></td>
<td><strong>Marketing communication/copy.</strong></td>
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<tr>
<td>Educational materials and documents are provided to support and sales teams to ensure they understand the product and can effectively assist customers.</td>
<td>Promotional and informational content aimed at creating awareness and interest in the product among potential/existing customers.</td>
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<td><strong>Company-wide launch notifications.</strong></td>
<td><strong>Partner support material.</strong></td>
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<tr>
<td>Notifications are sent to all employees about the launch, ensuring everyone is informed and on the same page regarding the product and its launch.</td>
<td>Resources and materials are provided to business partners, such as resellers or affiliates, to help them understand and effectively market the product.</td>
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<td><strong>Employee advocacy messages.</strong></td>
<td><strong>Investor specific metrics.</strong></td>
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<tr>
<td>Messages that encourage employees to support and promote the product launch, leveraging their networks and social media presence.</td>
<td>Information and data are shared with investors to highlight the potential success and financial impact.</td>
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<td><strong>Key differentiator: Inclusivity &amp; preparedness.</strong></td>
<td><strong>Key differentiator: Market engagement &amp; investor confidence.</strong></td>
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<tr>
<td>The focus is ensuring all internal teams are prepared, informed, and motivated for the launch, fostering a sense of inclusivity and unity.</td>
<td>The emphasis is on engaging the market and stakeholders outside the company, building anticipation, and ensuring investor confidence in the product’s success.</td>
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Pre-launch checklist by team and tasks.

**Product Team**
- **Final product check.**
  Ensure all features, final bug checks, and performance optimization work as intended.
- **Product documentation.**
  Ensure all user guides, FAQs, and troubleshooting documentation are complete and accessible.

**Marketing Team**
- **Press release & outreach.**
  Final review of press releases, outreach messages to journalists and bloggers.
- **Social media campaigns**
  Review social media campaigns (free + paid).
- **Emails.**
  Review email copies and sequences to be sent to current/past/prospective customers.

**Sales Team**
- **Sales team meeting.**
  Ensure the sales team is ready and understands product features, pricing, and target market.
- **Promotional materials.**
  Finalize all sales and promotional materials, including presentations and demos.

**Custom Support Team**
- **Support team training.**
  Answer any remaining queries by the support team in addition to their understanding of the product & completion of support documentation.
- **Support channels activation.**
  Ensure all support channels (email, chat, phone, ticketing) are active and staffed.

**Developers Team**
- **Server and infrastructure check.**
  Confirm that servers and infrastructure can handle the expected load.

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