Product Launch Communication Checklist.

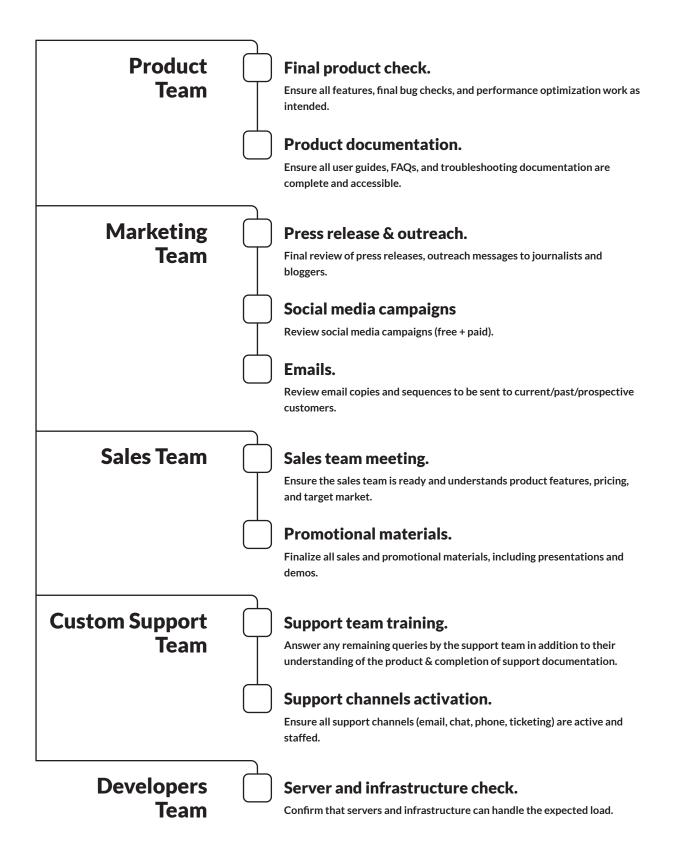## General checklist for internal & external stakeholders.

Internal Stakeholders

☐ **Launch dates.**

Information about when the product will be launched internally. This helps align all departments and prepare them for the launch.

☐ **Training resources & documentation for support/sales.**

Educational materials and documents are provided to support and sales teams to ensure they understand the product and can effectively assist customers.

☐ **Company-wide launch notifications.**

Notifications are sent to all employees about the launch, ensuring everyone is informed and on the same page regarding the product and its launch.

☐ **Employee advocacy messages.**

Messages that encourage employees to support and promote the product launch, leveraging their networks and social media presence.

☐ **Key differentiator: Inclusivity & preparedness.**

The focus is ensuring all internal teams are prepared, informed, and motivated for the launch, fostering a sense of inclusivity and unity.

External Stakeholders

☐ **Launch notification messages.**

Messages sent to customers, clients, and the general public announcing the launch date and key features.

☐ **Marketing communication/copy.**

Promotional and informational content aimed at creating awareness and interest in the product among potential/existing customers.

☐ **Partner support material.**

Resources and materials are provided to business partners, such as resellers or affiliates, to help them understand and effectively market the product.

☐ **Investor specific metrics.**

Information and data are shared with investors to highlight the potential success and financial impact.

☐ **Key differentiator: Market engagement & investor confidence.**

The emphasis is on engaging the market and stakeholders outside the company, building anticipation, and ensuring investor confidence in the product's success.

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.