MARKETING PLAN CHECKLIST FOR LAUNCHING A NEW PRODUCT

1. Set SMART goals
   - What is my marketing goal?
   - How will I measure success?
   - Is my goal SMART? (Specific, measurable, attainable, relevant, and time-bound)

2. Define your target audience
   - Who is my target audience?
   - What are their goals, obstacles, values, and pain points?

3. Establish your unique selling proposition (USP)
   - What problem am I solving with my product or service?
   - What makes my product different from my competitors’?
   - How can I communicate my USP in my audience’s language?

4. Determine your marketing budget
   - Do I need to hire any freelancers or outsource any work?
   - What paid software and tools do I need?

5. Choose your marketing channels
   - Where can I reach my target audience?
   - How many channels do I have the time and budget to handle?

6. Track your results and keep iterating
   - Did I meet my goals?
   - What worked well?
   - What can I improve on or test out for next time?