# Starter product launch checklist

Need your own checklist for an upcoming product launch? The following is a good start. You can also add in new steps (or remove any unneeded ones) to personalize it to your team’s workflows.

### **Product**

* **Feature definition:** Ensure engineering teams have all the prioritization, sizing, and documentation needed to start building.
* **UX/UI design:** Provide designers with the UX research, wireframes, and specifications needed to start crafting.
* **Engineering:** Build the key features, most likely in a series of sprints.
* **QA and operations:** Test and deploy the new functionality in production.

### **Go-to-market**

* **Launch date:** Set a target date and time for the launch and communicate this to stakeholders.
* **Pricing and packaging:** Approve the pricing for the new product experience, and design and approve how it will be bundled or presented to the target audience (including upgrades, if relevant).
* **Positioning:** Draft a positioning document or creative brief that covers the key messaging for the product launch based on the product vision, the new functionality, and the value it will deliver to end users.
* **Communications plan:** Decide how to announce the launch both inside and outside the organization.
* **Marketing content:** Create new messaging for the product's website, advertising, and campaigns, and map out all product launch emails, blog posts, webinars, and landing pages.
* **Social media:** Prepare the launch announcement and campaign content to post on social channels.
* **Media relations:** Set up meetings with the media and provide updates on key capabilities that are coming (and, if possible, leverage customer testimonials).
* **Analyst briefings:** If appropriate, reach out to industry analysts or other influential personnel to brief them on what is new and why it matters.

### **Systems**

* **Infrastructure:** Make necessary changes to internal monitoring systems, such as analytics, traffic, and product administration.
* **Billing:** Update existing billing options and functionality to accommodate the new product experience.
* **Finance:** Set up key systems to track financial metrics associated with the new product or upgrades that generate add-on revenue.

### **Sales and support**

* **Documentation:** Complete and approve all product documentation, including release notes, help and troubleshooting guides, FAQs, and technical datasheets.
* **Sales strategy and training:** Conduct training and enablement for the sales team. Besides this, create sales collateral and update existing materials to account for new functionality.
* **Customer success:** Train customer support and service teams on the new product functionality and provide them with the necessary technical support materials.
* **Partners:** Update and enable partners and affiliates to help communicate and promote the product launch.

### **Feedback**

* **Review:** Gather the team to discuss what everyone learned from the launch and how the process could be improved next time.
* **Follow up:** Identify and submit bugs for engineering’s attention, survey folks to get post-launch customer feedback, and solicit testimonials or success stories from users (if relevant).