**Example product launch checklist**

**Product**

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

**Systems**

* **Infrastructure:** Make necessary changes to internal monitoring systems, such as analytics or product administration.
* **Billing:** Update existing billing options and functionality to accommodate the new product experience.
* **Finance:** Update 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 data sheets.
* **Sales strategy and training:** Conduct training and enablement for sales reps. Create sales collateral and update existing materials to include what is new.
* **Customer success:** Train customer success and service teams on the new product functionality and provide them with necessary technical support materials.
* **Partners:** Update and enable partners and affiliates to help communicate and promote the launch.

**Feedback**

* **Review:** Gather the team to discuss what was learned from the launch and how the process could be improved next time. Add to or tweak the checklist as needed.
* **Follow up:** Identify and submit bugs for engineering attention. Survey users for their feedback. Solicit testimonials or success stories from customers (if relevant).