



Product Launch Strategy Project Checklist Template 2026

Market Research & Competitive Analysis

Define target audience personas, analyze competitor market share, and identify industry gaps and opportunities for 2026.

Primary Target Audience Persona

Write something...

Competitive Landscape Summary

Write something...

Competitor Strengths to Monitor

- ☐ Pricing
- ☐ Product Features
- ☐ Brand Reputation
- ☐ Customer Service
- ☐ Market Reach

Market Research Report Attachment

 Upload File

Market Research Completion Date

Enter date...

Market Sentiment Confidence Level

- ☐ High
- ☐ Medium
- ☐ Low

Product Readiness & Quality Assurance

Verify final feature sets, complete rigorous beta testing, validate bug fixes, and ensure compliance with industry standards.

Testing Phases Completed

- ☐ Unit Testing
- ☐ Integration Testing
- ☐ User Acceptance Testing (UAT)
- ☐ Regression Testing
- ☐ Security/Penetration Testing

Final QA Sign-off Date

Enter date...

QA Bug Report & Test Summary

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Product Readiness Status

- ☐ Ready for Launch
- ☐ Delayed - Resolving Critical Bugs
- ☐ At Risk - Minor Issues Found

Remaining Known Issues

Write something...

QA Lead Approval

Pricing & Positioning Strategy

Finalize pricing models, determine value propositions, and establish brand positioning relative to the 2026 market landscape.

Primary Value Proposition

Write something...

Pricing Model Type

- ☐ Subscription (SaaS)
- ☐
- ☐ Freemium
- ☐ Tiered Pricing
- ☐ Pay-per-use

Target Launch Price (USD)

Enter a number...

Target Customer Segments

- ☐ B2B (Enterprise)
- ☐ B2B (SMB)
- ☐ B2C (Individual Consumers)
- ☐ B2G (Government)

Competitive Positioning Summary

Write something...

Finalized Pricing Sheet

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Marketing & Content Creation

Develop multi-channel promotional assets, finalize social media calendars, design landing pages, and prepare email marketing sequences.

Primary Campaign Slogan

Write something...

Core Value Proposition Description

Write something...

Content Calendar Deadline

Enter date...

Marketing Channels to be Utilized

- ☐ Social Media
- ☐ Email Marketing
- ☐ Search Engine Marketing (SEM)
- ☐ Influencer Partnerships
- ☐ Content Marketing (Blog/Whitepapers)
- ☐ Paid Display Ads

Approved Brand Guidelines & Creative Assets

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Campaign Budget Tier

- ☐ Low Budget
- ☐ Mid-Range
- ☐ High Impact/Enterprise

Sales Enablement & Training

Equip the sales team with battle cards, product demos, updated CRM workflows, and comprehensive technical documentation.

Sales Deck Version

Sales Training Manual

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Training Modules Completed

- ☐ Product Feature Deep-Dive
- ☐ Competitor Comparison Workshop
- ☐ Handling Objections Training
- ☐ CRM Workflow Training

Training Completion Deadline

Training Lead

- ☐ Product Manager
- ☐ Sales Enablement Manager
- ☐ Marketing Director

Training Compliance Approval

Distribution & Supply Chain Readiness

Confirm inventory availability, finalize logistics partnerships, and ensure digital delivery pipelines or physical distribution channels are operational.

Primary Distribution Channel

Inventory Readiness Deadline

Logistics Partners Confirmed

- ☐ Shipping/Courier Services
- ☐ Warehouse/Fulfillment Center
- ☐ Third-Party Logistics (3PL)
- ☐ Digital Content Delivery Network (CDN)

Logistics Agreement/Contract

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Safety Stock Buffer Quantity

Enter a number...

Supply Chain Risk Level

- ☐ Low
- ☐ Medium
- ☐ High

Launch Event & PR Orchestration

Coordinate press releases, manage influencer outreach, schedule webinars, and organize launch day live-streamed events.

Press Release Headline

Write something...

Launch Event Date

Enter date...

Marketing Channels to Use

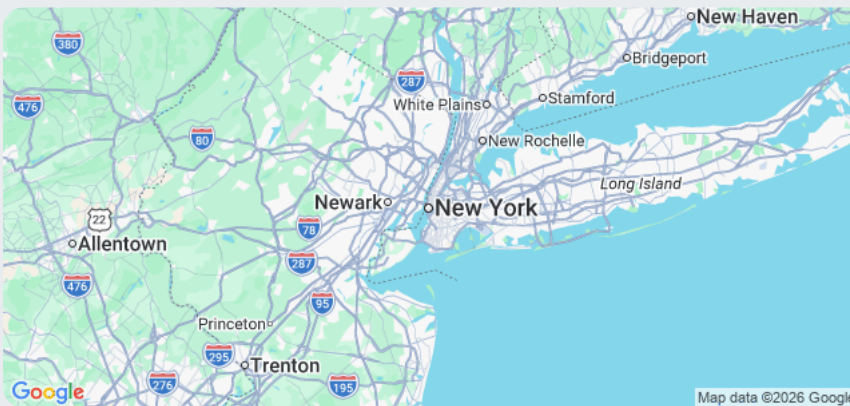
- ☐ Email Newsletter
- ☐ Social Media (LinkedIn/X/Instagram)
- ☐ Webinar/Live Stream
- ☐ Paid Search Ads
- ☐ Influencer Outreach
- ☐ Tech News Outlets

Media Kit Assets

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Event Venue or Virtual Platform Link

 Set My Current Location



Influencer/Media Contact List

Write something...

Customer Support & Success Preparedness

Train support staff on new features, finalize FAQ documentation, and set up post-launch feedback loops and ticketing workflows.

Support Channels Ready

- ☐ Email Support
- ☐ Live Chat
- ☐ Phone Support
- ☐ Social Media DM
- ☐ Help Center/Knowledge Base

FAQ & Troubleshooting Documentation Status

Write something...

Support Team Training Completion Date

Enter date...

Final Support Script/Response Templates

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Support Agent Readiness Level

- ☐ Not Started
- ☐ In Progress
- ☐ Training Complete
- ☐ Fully Operational

Budget & Resource Allocation

Audit final marketing spend, verify personnel availability, and ensure all third-party vendor contracts are signed and active.

Total Allocated Launch Budget

Allocated Resources

- ☐ Marketing Team
- ☐ Product Development Team
- ☐ Sales & Account Management
- ☐ Customer Support
- ☐ External Agencies/Vendors

Budget Review Deadline

Budget Breakdown Spreadsheet

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Contingency Fund Plan

Project Sponsor Approval

Post-Launch Evaluation & KPI Tracking

Establish success metrics (KPIs), schedule post-launch retrospectives, and implement monitoring tools for real-time performance tracking.

Review Date

Enter date...

Total Sales Revenue Achieved

Enter a number...

Customer Acquisition Cost (CAC)

Enter a number...

Key Performance Indicators (KPIs) Met

- ☐ Targeted Lead Volume
- ☐ Conversion Rate
- ☐ Website Traffic Growth
- ☐ Social Media Engagement
- ☐ Product Return/Refund Rate

Post-Launch Retrospective Notes

Write something...

Post-Launch Analytics Report

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Project Lead Approval

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🔑 Finish

 Generate Sample Report