Product Launch Checklist

Pre-Launch

	☐	Product & Beta Validation
	☐	Validate features, scope, and solve a genuine customer need
	☐	Conduct beta/soft launch or pilot testing and gather feedback Internal Alignment
	☐	Draft & share a launch brief (goals, KPIs, owners, timeline)
	☐	Finalize pricing/packaging; secure legal/compliance sign-off Analyst & Influencer Outreach
	☐	Brief relevant analysts or influencers early for potential coverage/testimonials Support & Ops Prep
	☐	Train support teams & update FAQs/knowledge base
	☐	Confirm readiness of any required integrations or 3rd-party apps

Messaging & Positioning

	☐	Value Prop & Differentiators
	☐	Craft a concise core value proposition tied to top buyer challenges
	☐	Highlight unique selling points vs. competitors Persona & Pain Points
	☐	Define key personas, their goals, and top objections
	☐	Align each messaging pillar with a specific benefit/feature Content & Visual Consistency
	☐	Coordinate with design to update branding/visuals
	☐	Centralize final messaging in a "playbook" for easy reference Community & Review Site Prep
	☐	Create plan for G2, Capterra, or other review-site listings (copy, screenshots, etc.)

Sales Enablement

	☐	Toolkit Creation
	☐	Competitive battlecards & objection handling
	☐	Demo scripts, ROI calculators, email templates
	☐	"Customer evidence" deck with beta quotes or case studies Training Sessions
	☐	Host internal trainings (messaging, product demos)
	☐	Role-play sessions; record for on-demand enablement Stakeholder Coordination
	☐	Align with demand gen, CS, and partner teams on new offering
	☐	Provide specialized partner or reseller kits if relevant Set Incentives
	☐	Confirm any SPIFs (sales performance incentive funds) or ABM strategies tied to the new product for your sales org

Launch Execution

☐		Multi-Channel Rollout
☐		Website updates (hero banner, product pages), blog post, social media, email blasts
☐		In-app announcements or notifications to existing customers PR & Analyst Briefings
☐		Issue press release; leverage analyst/influencer quotes
☐		Host an official launch webinar or live demo Real-Time Monitoring
☐		Create a "war room" Slack channel or daily stand-up
☐		Track web traffic, sign-ups, early usage, social chatter Community & Event Engagement
☐		Announce in relevant Slack/LinkedIn communities
☐		Tie launch to any upcoming events or conferences (if timing lines up)

Post-Launch Follow-up

☐		Debrief & Feedback
☐		Conduct a cross-functional retro (what worked, what didn't)
☐		Gather insights from customers (NPS, user interviews) & sales on objections or friction Refine & Nurture
☐		Update messaging/collateral with real-world data or ROI examples
☐		Create follow-up content (case studies, deep-dive webinars) Review Sites & Testimonials
☐		Encourage satisfied customers to leave reviews (G2, Capterra, Trustpilot)
☐		Continue analyst and influencer relationship building Long-Term Tracking
☐		Monitor adoption, pipeline, ARR vs. baseline
☐		Share quarterly "launch performance" updates with execs/stakeholders

Need help refining your launch plan? Aventi Group provides end-to-end support – from messaging strategy to full campaign execution – so B2B tech companies can confidently bring new products to market. Contact us to see how we can help!