Aventi Group

Product Launch Checklist

Launching a new product requires strong positioning, tight coordination, and measurable outcomes. Use this checklist to align your team, streamline execution, and launch with confidence.

10-Step Product Launch Checklist

1. **Identify the customer need + launch goal**
   Define the problem, target audience, and what success looks like (KPIs).
2. **Validate readiness with real users**
   Run a beta/soft launch/pilot and capture feedback + proof points.
3. **Create a simple launch brief (1 page)**
   Document goals, owners, timeline, deliverables, and dependencies.
4. **Finalize pricing + approvals**
   Lock pricing/packaging and secure any legal/compliance sign-off.
5. **Prepare Support + Ops**
   Train support, update FAQs/KB, and confirm integrations/3rd-party readiness.
6. **Lock messaging + positioning**
   Clarify value proposition, differentiators, personas, and key objections.
7. **Build launch assets (core essentials)**
   Update website/product page, visuals, and customer evidence (quotes/case studies).
8. **Enable Sales + partners**
   Create battlecards, demo script, email templates, and run internal training.
9. **Build and execute the launch campaign (awareness + traction)**
   Define the campaign strategy, target segments (customers and prospects), messaging themes, and cadence to drive awareness and adoption. Coordinate across channels including website, email, social, in-app, and PR.
10. **Monitor results + optimize post-launch**
    Track performance, gather feedback, update messaging, and share learnings/results.

Aventi Group provides end-to-end support—from messaging strategy to full campaign execution—so B2B tech companies can launch with measurable impact.

Let's Connect

Ready to launch with confidence? Talk to Aventi Group

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