

Product Launch Blueprint

Deliverable	Description	Priority	Delivery Date	Responsible	Accountable
Product Strategy					
Product business plan	Outline product strategy and how it addresses needs of key buyer personas. Identify targets for revenue, customer renewals, and users.				
Sales strategy	Define ideal customer profile, deal size, and pipeline required to meet revenue targets. Identify areas of strategic focus based on market landscape.				
Marketing plan	Develop launch strategy and associated tactics for key market segments and buyer personas. Include overview of key competitors and ways to address.				
Product Development					
Pilot	Program to test beta version of product with potential customers representative of target market.				
Product effectiveness metrics	Qualitative and quantitative criteria to assess market readiness of version 1.0.				
Product Documentation					
Product release notes	Customer-facing documentation of product release.				
Technical specifications	Technical requirements to run the program (browsers supported, bandwidth required, etc.).				
Research base	One-page summary of research base that informed product design, with appropriate citations.				
Efficacy studies	In-house or third-party research study on product effectiveness, ideally conducted during pilot.				
Implementation scenarios	Recommended product implementation models for key customer use cases.				

Sales proposal template	Templated language used to respond to RFPs.				
Product FAQ	Answers in customer-friendly language to questions about product features, functionality, and use cases.				
Marketing Campaigns and Collateral					
Press release	Press release announcing product launch, to be distributed via newswire or public relations agency.				
Website content	Copy, video, screenshots, and other assets to be featured on product page and related web pages/				
Thought leadership/awareness campaign	Pre-launch multichannel campaign establishing credibility in market segment or specific product-aligned topic. May include email, social media, direct mail, and digital advertising.				
Launch/lead generation campaign	Multichannel campaign announcing product launch and generating leads. May include email, social media, direct mail, and digital advertising.				
Product overview brochure	Brochure for use in sales calls, conferences, and website outlining positioning, program components, benefits, and differentiators.				
White papers	Thought leadership with appropriate citations on topic aligned to product differentiator.				
Customer testimonials	Written or video testimonials from customers at pilot sites				
Video overview	Video providing overview of positioning and user experience				
Issue-based flyers	Collateral aligned to market segments or potential customer objections.				
Sales Readiness					
Positioning guide	Internal document including one-minute positioning statement, market problems, benefits, and differentiators.				
Playbook	Comprehensive internal document used to train Sales and Marketing teams. Includes information on market landscape, buyer needs, buyer personas, positioning, benefits, differentiators, and product components.				

Competitor battle cards	Internal sales-oriented analysis of key competitors.				
Sales training	Training on market landscape, customer needs, buyer personas, positioning, program components, and key competitors.				
Sales presentation	Scripted presentation slide deck for use in sales calls.				
Product demo guide	Scripted click-path prescribing activities to demonstrate in sales calls.				
Pricing guidelines	Pricing templates, discounting approval levels, and packaging				
CRM updates	Sales team can add the new offering to sales quotes and proposals.				
Implementation Support					
Customer Success training	Training the Customer Success team to support customer implementations.				
Customer Support training	Training the Customer Support team to resolve customer issues.				
Customer training resources	Materials that Customer Success team uses to train customers on implementing the product.				
Product lifecycle communication	Periodic communication to customers that helps them get the optimal value out of their product experience.				