

# LAUNCHING A NEW PRODUCT OR SERVICE MARKETING CHECKLIST

Below are steps that should be taken when launching a new product or service from a marketing perspective. Remember that the target consumer should always be at the center of everything you do to launch something new!

## PRE-LAUNCH

### *Market Research and Analysis*

- Identify target audience and market needs
- Identify competitors
- Feedback from current and potential customers
- Assess market size and trends

### *Branding and Positioning*

- Develop a unique selling proposition (USP)
- Create branding materials (logo, tagline, website, packaging)
- Write messaging that resonates with target audience with a clear call to action (CTA)

### *Legal*

- Secure any necessary licenses and permits
- Ensure compliance with industry regulations
- Protect intellectual property (patents, trademarks)
- Draft and review contracts (suppliers, partners)

### *Sales Strategy*

- Define what success looks like/develop sales goals
- Define sales channels (online, retail, direct)
- Develop a sales pitch and materials
- Train the sales team on product/service details and USP

### *Staff Training and Preparation*

- Train staff on new product/service features
- Align internal teams with launch goals
- Create a FAQ for internal use

## LAUNCH PHASE

### *Launch Event Planning*

- Plan an in-person or virtual event
- Invite key stakeholders, media, and influencers
- Prepare a press kit and media releases
- Organize product demos and presentations

### *Marketing and Promotion*

- Develop and execute marketing campaigns
- Engage with influencers and partners
- Run promotional offers and discounts
- Monitor and engage on social media platforms

### *Sales and Distribution Kick-off*

- Begin product distribution to all sales channels
- Ensure availability across different regions
- Monitor stock levels and restock as needed
- Track initial sales performance and feedback

### *Customer Support Readiness*

- Ensure customer support channels are operational
- Train support staff on potential issues and resolutions
- Set up a system for handling customer feedback
- Prepare for success! Be ready for increased customer inquiries

### *Performance Monitoring*

- Track key metrics (sales, engagement, customer satisfaction)
- Monitor website and social media traffic
- Adjust marketing and sales strategies as needed
- Talk to your customers! Real-time feedback is helpful