**Product Launch Plan**

**(Go To Market Plan)**

**for <Project Name>**

**<Date>**

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# Executive Summary

## Situation Overview

## Target Audience

## Positioning

## Key Benefits

## Unit & Revenue Forecasts by region and/or channel, through next release

## Objectives

## Schedule

## Budget

## International

## Risks & Mitigations

## Launch Status Communication

# Marketing Launch Strategies

<Also known as “Go To Market Strategies”.>

## Objective 1

<Objectives are specific, ***measurable***, ***time-bound*** statements of goals. They are in support of a higher-level strategy (corporate, division, product-level). The measurement aspect forms the basis for monitoring the success of the product launch.>

### Strategy

<Statement of the approach you will use to get from where you are now to the achievement of the objective. Can have multiple strategies in support of an objective.>

### Tactics

<Bullet-list of specific tactics, in priority order (most important first).>

## Objective 2

### Strategy

### Tactics

## … Objective n

### Strategy

### Tactics

<NOTE: Marketing activities can be organized by Objectives and/or by Functional Areas (such as Advertising, PR, Direct Marketing, Web Marketing). Organizing by Objectives helps sell the Launch Plan to upper management. Organizing by Functional Area helps each area understand the scope of their deliverables.>

# Product Release Milestones

 <from Development>

## Target Product Announcement Date

# Plans & Deliverables by Department/Function

<Each of the following sections should contain:

* 2-3 sentences on the role this function plays in the marketing plan, it’s priority, and the general approach. **Or** explain why you are not including any activities in the plan at this time, so that the reader knows that you have not overlooked a specific function.
* Bulleted list that details the key tactics for this launch. Include specific deliverables and their due dates.