



REVENUE  
GENERATION  
MARKETING

# So, you wanna launch a product?

It's a 4 phase process. Phase 1 is the most important, this is what you need to do...





# Launch Process Diagram

Phase 1: Inquiry

Phase 2: Draft

Phase 3: Create

Phase 4: Execute

## Product Manager Input

1. Product vision statement
2. Approx release date
3. Customer beta list
4. Technical documentation
5. Pricing (can be in flux)

## Market Input

1. What are competitors doing that's similar?
2. What are market trends we're seeing that driving a need for a product like ours?

## GTM Input

1. Are there industry events coming that fit a launch?
2. Are competitors announcing anything?
3. What's budget look like?

## Success Team Input

Beta customer questions: How do they like it, what's the business impact?

Product Marketing

Write draft of Launch Messaging Points

Product teams

Provide feedback on messaging points

Product Marketing

Messaging & Creative Briefs Written

Product teams

Approve Briefs

Product Marketing

Distribute Briefs

Marketing

Sales Enablement

Sales Ops

Channel Teams

Customer Success



# Phase 1: Product Manager inputs

## Inputs from Product Manager

- Product Vision Statement- sample on right
- Approx Release date
- Requested Launch date
- Customer Beta list
- Technical Documentation

## Questions for Product Manager

1. Why did we develop this product/feature?
2. What value will each of our personas get from this product/feature?

Product Vision Statement	
For	Describe target customer
Who	Statement of Need or Opportunity
The	Product Name
Is a	Product category.
That	key benefit, reason to buy
unlike	primary competitive benefit.
Our Product	statement of primary differentiation



# Phase 1: Market inputs

It depends on the organization, sometimes this research responsibility lands in marketing, sometimes in product marketing, some times in product, sometimes, if you are really lucky you have a competitive awareness team. No matter what, you need to know what's going on with the market before you launch. You have to come up with something that rises above the noise. Use these questions to get you started:

- What are competitors doing that's similar? Why are you different?
- Are there any analyst reports on your market or anything specific to the feature?
- What are market trends we're seeing that driving a need for a product/feature like ours?
- What will the market be like, or what will customers do if this product isn't released? What's the pain they'll feel?



# Phase 1: GTM inputs

I am biased, because I think GTM teams can really hold the keys to a successful launch. Often these teams know what works for sales, partners and certainly what industry events are big opportunities for your company. They can get creative, and often hold keys to budgets that can make your launch super successful. When getting inputs from GTM teams inquire about the following:

- Are there industry events coming that fit a launch? Are competitors announcing anything, or have they bought bigger space for an upcoming event?
- What mediums and channels are working in our market right now?
- What's budget look like?



# Phase 1: Success Team inputs

Success team inputs help product marketers or launch managers understand the real world value of the product. Start with this list of questions for your Beta customers. If you don't have Beta customers, find out why. Push product managers to include beta customers as part of their launch. It's great fodder for:

- Who are the potential beta customers?
- How long have they been using the beta solution?
- Why were they interested in the product/feature in the first place?
- What do they like about it?
- What do they think could be improved?
- How has this new product or version made their lives easier?