

# Product Launch Checklist

Checklist · 87 items · 9 sections

A staged checklist for PMs and PMMs launching a SaaS product or major feature. Built from April Dunford positioning, Marty Cagan product discovery, Lenny Rachitsky launch playbooks, Reforge product marketing, and Product Plan launch templates. Strategy through 90-day retro.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/product-launch-checklist>

## 6-8 WEEKS PRE-LAUNCH: STRATEGY

- Define the ICP (firmographics, psychographics, jobs to be done, pain triggers, disqualifiers)  
**HIGH**
- Write the positioning statement (April Dunford: market category, alternatives, differentiators, value, segment that cares most)  
**HIGH**
- Conduct 3-5 customer discovery interviews (Marty Cagan style) to validate the problem before locking positioning  
**HIGH**
- Finalize pricing and packaging (tier structure, billing cadence, usage caps); pressure-test against 3 competitors  
**HIGH**
- Classify the launch tier (T1 = full GTM + PR; T2 = email/social; T3 = in-product only)  
**HIGH**
- Define quantitative success metrics (activation rate, qualified leads, demos booked, trial-to-paid, 30-day revenue impact)  
**HIGH**
- Lock the launch date; block on company calendar; verify no conflicting product or industry events  
**HIGH**
- Run the internal launch team kickoff (DRIs from PM, PMM, Eng, Sales, CS, Support; single accountable launch lead)  
**HIGH**
- Draft the one-page launch brief (problem, solution, audience, positioning, pricing, success metrics, timeline)  
**HIGH**
- Get executive sign-off on the brief before any asset work begins  
**HIGH**

HIGH

## 4-6 WEEKS PRE-LAUNCH: BUILD PHASE

- Recruit 10-20 beta customers across at least 2 ICP segments; bias toward customers who would write a testimonial  
**HIGH**
- Stand up structured feedback collection (Productboard for themes, Canny for voting, Typeform for surveys)
- Schedule weekly beta check-ins (30-min calls with 5 top beta accounts each week)
- Run performance and load testing against expected launch-week traffic x3  
**HIGH**
- Complete a security/privacy review (SOC 2 control mapping or DPA review if data-sensitive)  
**HIGH**
- Write user-facing documentation: setup, primary workflow, edge cases, troubleshooting  
**HIGH**
- Publish help center articles (Intercom, Zendesk, HelpScout); tag for the new feature  
**HIGH**
- Build the in-product onboarding flow (Appcues, Pendo, or native React tour); target TTFV under 5 minutes  
**HIGH**
- Ship internal tooling support: admin panel can impersonate users, override flags, inspect customer state  
**HIGH**
- Configure feature flags (LaunchDarkly, Statsig); plan staged rollout: internal, beta, 10%, 50%, 100%  
**HIGH**

## 3-4 WEEKS PRE-LAUNCH: GTM ASSETS

- Build the launch landing page: hero, problem framing, 3-5 benefits, demo, FAQ, pricing CTA, social proof  
**HIGH**
- Produce the 60-90 second main demo video (hook in the first 3 seconds; show product in action, not slides)  
**HIGH**
- Produce a 3-5 minute deep-dive video for sales follow-up and YouTube
- Write the announcement blog post (lead with the customer problem, not the feature)  
**HIGH**
- Write the technical deep-dive blog post (target developers and power users)

- Draft the customer story blog post (anchor to a measurable outcome: time saved, revenue gained, errors avoided)  
**HIGH**
- Build the email campaign for existing customers with access (Customer.io, HubSpot, Iterable)  
**HIGH**
- Build the email campaign for existing customers without access (upsell path)  
**HIGH**
- Build the prospect email campaign with a clear demo CTA  
**HIGH**
- Build the free-tier email campaign emphasizing upgrade value
- Draft LinkedIn posts (company + 3 founder posts spaced across launch week)  
**HIGH**
- Draft X/Twitter posts (thread of 6-10 posts + standalone announcement)  
**HIGH**
- Write the sales one-pager (positioning, 3 differentiators, pricing, 1 customer quote)  
**HIGH**
- Update the sales deck (add 2-4 slides covering the new offering)  
**HIGH**
- Write the sales demo script (timed to 7 minutes with clear demo checkpoints)  
**HIGH**
- Write the objection-handling document (top 5 expected objections with proof points)  
**HIGH**
- Build the competitive pricing comparison sheet
- Write CS talking points and the customer-facing FAQ  
**HIGH**
- Build the in-app tour for CS to walk customers through
- Draft the press release if T1 (inverted pyramid; quotable founder line)
- Prep Product Hunt launch: hunter with reach, copy under 260 chars, high-impact GIF, schedule 12:01am PT
- Finalize 1-2 customer case studies with written legal approval from each customer  
**HIGH**
- Update the pricing page (new tier or feature); re-test conversion funnel  
**HIGH**
- Write the internal Slack announcement template for launch morning
- Draft the investor update line item describing the launch and expected impact

## 2 WEEKS PRE-LAUNCH: FINAL PREP

- Run an internal demo for the whole company; record it and post in Slack for async viewers  
**HIGH**
- Run a full QA pass on every asset: links, UTMs, video playback, mobile rendering, email rendering (Gmail, Outlook, Apple Mail)  
**HIGH**
- Schedule marketing automation flows; verify trigger logic and exclusion lists  
**HIGH**
- Conduct PR outreach to journalists (TechCrunch, The Information, Axios Pro Rata, Substack writers); send under embargo if T1
- Brief influencers and creators relevant to the ICP; send demo video and early-access link
- Preview the launch with the customer advisory board; capture quotes for last-minute social proof
- Run a final pricing and packaging sanity check with finance and sales leadership  
**HIGH**
- Run the sales training session (positioning, demo, objections, pricing); quiz reps at the end  
**HIGH**
- Publish the support runbook (common issues, escalation paths, on-call rotation)  
**HIGH**
- Create the 'Day 0' Slack channel; invite all launch DRIs; pin the launch brief and runbook

## 1 WEEK PRE-LAUNCH

- Confirm all assets are reviewed and approved by legal, brand, and the executive sponsor  
**HIGH**
- Set up tracking pixels, UTMs, attribution links; verify in Google Tag Manager and Segment  
**HIGH**
- Build analytics dashboards (Mixpanel, Amplitude, Heap); track activation, funnel drop-off, revenue  
**HIGH**
- Stage the in-app announcement banner; schedule it to appear at launch hour
- Load and schedule email batches in the marketing automation platform  
**HIGH**
- Load social post drafts in Buffer, Hootsuite, or Sprout Social; schedule with timezone awareness
- Re-test the pricing page checkout end to end with a real card  
**HIGH**
- Brief the support team on expected ticket volume; pre-stage canned responses in the help desk  
**HIGH**

- Confirm all key team members are available on launch day (no vacation, sick leave, travel)

HIGH

- Run a launch-day rehearsal; walk through the hour-by-hour timeline with the launch team

## LAUNCH DAY

- 12:01am PT: push Product Hunt live; notify the hunter; seed initial upvotes from the team

HIGH

- 8am: send marketing emails to all segments

HIGH

- 9am: publish social media posts on LinkedIn and X from company accounts

HIGH

- 10am: publish press release on the wire and on the company newsroom page

- 11am: publish founder personal LinkedIn and X posts; engage every comment within first 2 hours

HIGH

- 12pm: send customer email reminder to recipients who did not open the morning send

- All day: monitor launch Slack channel for issues; triage bugs in real time; track support volume

HIGH

- End of day: run the internal celebration; share early metrics with the company

- Track launch-day KPIs continuously: site traffic, conversion, demos booked, support volume, press pickups, PH rank

HIGH

## FIRST WEEK POST-LAUNCH

- Run a daily 15-minute launch standup; review metrics, blockers, customer feedback

HIGH

- Monitor customer support volume and CSAT; add capacity if ticket volume exceeds forecast by 50%

HIGH

- Triage bugs and ship rapid fixes; communicate fixes to affected customers within 24 hours

HIGH

- Collect customer feedback through in-app surveys and CS calls; tag themes in Productboard

HIGH

- Track sales pipeline daily; compare demos booked and opportunities created against launch targets

HIGH

- Respond to social media engagement; reply to every Product Hunt comment, LinkedIn, X reply within 24 hours

- Follow up with journalists; offer founder interviews and additional customer references

### **30-DAY POST-LAUNCH REVIEW**

- Run the 30-day metrics review against success criteria; document gaps with hypotheses

HIGH

- Run a blameless launch retro with the full launch team; capture what worked, what did not, process improvements

HIGH

- Document learnings in the launch playbook for the next launch; plan v1.1 based on feedback

### **90-DAY POST-LAUNCH**

- 90-day review: long-term adoption rate, cohort analysis (early vs late), retention impact, revenue attribution
- Develop additional case studies; iterate on positioning if win rates underperform
- Incorporate all learnings into the next launch plan