

# Blackblot® PMTK

## Launch Plan



**Company Name:** <Enter company name>  
**Product Name:** <Enter product name>

Date: <Enter creation date>  
Contact: <Enter contact name>  
Department: <Enter department name>  
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**Document Revision History:**

Date	Revision	Revised By	Approved By
<Enter revision>	<Revision #>	<Enter your>	<Enter name>

**Blackblot® PMTK Launch Plan**

**Launch Date:** 01-Jan-2018

<Product Name> Launch Plan

#	Item	Category	Start Date	Ready Date	Work	Prepared By Lag	Owner	Department	Budget	Status	Type	Launch Lag	Release Date	End Date	Release Duration	
<b>Launch Plan Preparation Phase</b>						<b>6 Months Before Launch</b>										
1	Finalize sales channel readiness plan	Channel Readiness	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
2	Inform sales channel of launch and seek input	Channel Readiness	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
3	Finalize launch date	Launch Team	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
4	Finalize launch objectives	Launch Team	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
5	Finalize launch team members	Launch Team	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
6	Finalize the launch strategy	Launch Team	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
7	Finalize product status and development timeline	Product Readiness	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
8	Conduct internal product launch project announcement	Public Relations	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
9	Select public relations agency (if applicable)	Public Relations	4-Jul-2017	5-Jul-2017	1 Days	180 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
10	<b>Launch Plan Readiness Phase</b>						<b>5 Months Before Launch</b>									
11	Finalize monthly sales channel communication plan	Channel Readiness	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
12	Finalize prospect non-disclosure agreement	Channel Readiness	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
13	Finalize and secure launch budget	Launch Team	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
14	Finalize launch plan timeline and task ownerships	Launch Team	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
15	Finalize advertising plan	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
16	Finalize conference and event plan	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
17	Finalize direct mailing program	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
18	Finalize list of sales channel's desired sales tools	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
19	Finalize product positioning messaging	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
20	Finalize product value and general messaging	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
21	Finalize roadshow, seminar and webinar plan	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
22	Finalize social media plan	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
23	Select advertising agency (if applicable)	Product Marketing	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
24	Conduct an internal public relations audit	Public Relations	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
25	Finalize internal public relations plan	Public Relations	3-Aug-2017	4-Aug-2017	1 Days	150 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
26	<b>Launch Plan Activation Phase</b>						<b>4 Months Before Launch</b>									
27	Begin sales channel communication program	Channel Readiness	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-120 Days	3-Sep-2017	2-Mar-2018	180 Days	
28	Finalize sales channel training plan	Channel Readiness	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
29	Begin joint partners public relations program	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-120 Days	3-Sep-2017	1-Apr-2018	210 Days	
30	Begin product and competitor competitive surveillance and analysis	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
31	Finalize advertising concepts and plan	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
32	Finalize and trademark product name	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
33	Finalize internal public relations material	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-120 Days	3-Sep-2017	1-Apr-2018	210 Days	
34	Finalize list of potential leads	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
35	Finalize preliminary analyst presentation	Product Marketing	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
36	Begin internal public relations program	Public Relations	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-120 Days	3-Sep-2017	31-Jan-2018	150 Days	
37	Finalize external public relations plan	Public Relations	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
38	Develop prospect non-disclosure presentation	Sales Tools	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
39	Finalize web site materials and page plan	Sales Tools	2-Sep-2017	3-Sep-2017	1 Days	120 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
40	<b>Launch Plan Awareness Phase</b>						<b>3 Months Before Launch</b>									
41	Begin prospect non-disclosure program	Channel Readiness	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-90 Days	3-Oct-2017	1-Jan-2018	90 Days	
42	Conduct partner pre-announcement executive briefings	Channel Readiness	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
43	Finalize sales channel training materials	Channel Readiness	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
44	Finalize analyst and press presentations	Public Relations	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
45	Finalize external public relations materials	Public Relations	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
46	Finalize list of first and second tier customers and analysts	Public Relations	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
47	Schedule and conduct pre-launch analyst visits	Public Relations	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
48	Finalize all necessary sales tools and marketing collateral	Sales Tools	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
49	Finalize website support tools development	Sales Tools	2-Oct-2017	3-Oct-2017	1 Days	90 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
50	<b>Launch Plan Pre-launch Phase</b>						<b>2 Months Before Launch</b>									
51	Begin partner pre-announcement executive briefings	Channel Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-60 Days	2-Nov-2017	2-Dec-2017	30 Days	
52	Attain beta test/early ship customer feedback	Product Marketing	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
53	Finalize new prospect direct mailing list	Product Marketing	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
54	Complete beta test report	Product Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
55	Finalize pricing and packaging	Product Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					
56	Finalize product demo scripts	Product Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact					

58	Finalize support services program (including early shipments)	Product Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
59	Develop analyst and press tour plan	Public Relations	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
60	Finalize analyst and press presentations	Public Relations	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
61	Finalize beta success stories	Public Relations	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
62	Finalize supporting public relations materials	Public Relations	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
63	Organize media lists in electronic format	Public Relations	1-Nov-2017	2-Nov-2017	1 Days	60 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
64	<b>Launch Plan Ready-to-launch Phase</b>					<b>1 Month Before Launch</b>											
65	Begin sales channel training program	Channel Readiness	1-Dec-2017	2-Dec-2017	1 Days	30 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-30 Days	2-Dec-2017	12-Dec-2017	10 Days		
66	Begin new product demos rehearsals	Product Marketing	1-Dec-2017	2-Dec-2017	1 Days	30 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-30 Days	2-Dec-2017	12-Dec-2017	10 Days		
67	Launch website program internally and gather feedback	Product Marketing	1-Dec-2017	2-Dec-2017	1 Days	30 Days before launch	John Smith	Product Marketing	\$100	Pending	Activity	-30 Days	2-Dec-2017	12-Dec-2017	10 Days		
68	Begin media training for company presenters	Public Relations	1-Dec-2017	2-Dec-2017	1 Days	30 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
69	Finalize and produce media press kits	Public Relations	1-Dec-2017	2-Dec-2017	1 Days	30 Days before launch	John Smith	Product Marketing	\$100	Pending	Artifact						
70	<b>Product Launch! Phase</b>					<b>Product Launch!</b>											
71	Begin advertising programs	Product Marketing	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	31-Jan-2018	30 Days		
72	Begin internal announcement event and training	Product Marketing	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	2-Mar-2018	60 Days		
73	Begin prospect direct mailing program	Product Marketing	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	8-Jan-2018	7 Days		
74	Begin roadshow, seminar and webinar plan	Product Marketing	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	15-Feb-2018	45 Days		
75	Launch website program to public	Product Marketing	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Artifact						
76	Begin analyst, reviewers, thought-leader meetings	Public Relations	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	15-Feb-2018	45 Days		
77	Begin analyst/editor press tour	Public Relations	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	15-Feb-2018	45 Days		
78	Distribute press kit to first tier analysts and press, and begin telephone follow-up with them	Public Relations	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	0 Days	1-Jan-2018	31-Jan-2018	30 Days		
79	Schedule trade event for announcement	Public Relations	31-Dec-2017	1-Jan-2018	1 Days	0 Days after launch	John Smith	Product Marketing	\$100	Pending	Artifact						
80	<b>Post-launch Reinforcement Phase</b>					<b>1 Month After Launch</b>											
81	Begin follow-up Sales channel training	Channel Readiness	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	2-Mar-2018	30 Days		
82	Begin to track and monitor prospect direct mailing program	Channel Readiness	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	1-Apr-2018	60 Days		
83	Begin win/loss and track early sales	Channel Readiness	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	2-Mar-2018	30 Days		
84	Begin roadshow/seminar program	Product Marketing	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	1-Apr-2018	60 Days		
85	Begin post-launch follow-up with analysts and press	Public Relations	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	2-Mar-2018	30 Days		
86	Distribute press kit to second tier analysts and press, and begin telephone follow-up with them	Public Relations	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	2-Mar-2018	30 Days		
87	Track and measure performance against public relations objectives and report	Public Relations	1-Dec-2017	2-Dec-2017	1 Days	30 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	30 Days	31-Jan-2018	1-Apr-2018	60 Days		
88	<b>Post-launch Maintenance Phase</b>					<b>2 Months After Launch</b>											
89	Begin win/loss analysis interviews	Channel Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days after launch	John Smith	Product Marketing	\$100	Pending	Activity	60 Days	2-Mar-2018	2-Mar-2018			
90	Report early sales and accounts	Channel Readiness	1-Nov-2017	2-Nov-2017	1 Days	60 Days after launch	John Smith	Product Marketing	\$100	Pending	Artifact						
91	Track/monitor and report on launch success and early sales	Launch Team	1-Nov-2017	2-Nov-2017	1 Days	60 Days after launch	John Smith	Product Marketing	\$100	Pending	Artifact						
92	Up-date and distribute new competitive analysis document	Product Marketing	1-Nov-2017	2-Nov-2017	1 Days	60 Days after launch	John Smith	Product Marketing	\$100	Pending	Artifact						
93	<b>Post-launch Follow-up Phase</b>					<b>3 Months After Launch</b>											



**Blackblot® PMTK Launch Plan Settings**

<b>List Tables for Drop Down menus</b>				
<b>Category</b>	<b>Department</b>	<b>Status</b>	<b>Owner</b>	<b>Type</b>
Channel Readiness	Corporate Marketing	Pending	John Smith	Artifact
Launch Team	Development	Started	John Smith I	Activity
Product Marketing	Executive Management	Complete	John Smith II	
Product Readiness	Marcomm	Canceled	John Smith III	
Public Relations	Product Management			
Sales Tools	Product Marketing			

**Blackblot® PMTK Launch Plan**

**Blackblot® PMTK Launch Plan - Instructions**

1. In the "Launch Plan" spreadsheet, set official launch date parameter.
  2. In the "Launch Plan" spreadsheet, set the work parameter for all launch plan items.
  3. In the "Launch Plan" spreadsheet, add or remove artifacts or activities from the launch plan as needed.
- Note the cell comments that provide additional information.

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