

**Marketing Launch Plan
(Go To Market Plan)
for <Project Name>
<Date>**

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Executive Summary

1.1 Situation Overview

1.2 Target Audience

1.3 Positioning

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

1.6 Objectives

1.7 Schedule

1.8 Budget

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1.10 Risks & Mitigations

1.11 Launch Status Communication

2 Marketing Launch Strategies

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

2.1 *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.>

2.1.1 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.>

2.1.2 Tactics

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

2.2 *Objective 2*

2.2.1 Strategy

2.2.2 Tactics

2.3 ... *Objective n*

2.3.1 Strategy

2.3.2 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.>

3 Product Release Milestones

<from Development>

3.1 Target Product Announcement Date

4 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.

Example:

Advertising

Very important for creating awareness on a local level. Use radio, newspaper ads, and flyers in next four launch locations to inform customers, build excitement about using the new service, and to incent them to try the new services. Evaluate the effectiveness of the individual ads and make adjustments for new launch areas as needed. Adjust the advertising in the other areas as needed (both content, placement, and timing) to maintain consumer interest.

- Target adults in the 25-40 year old range
- Run radio commercials on one soft rock and one talk radio station
 - ✓ During morning and afternoon commute (every 20 minutes during commute)
 - ✓ To drive new customers to web site for promotion specials, movie reviews and trailers (provide URL)
 - ✓ Rotate two commercials:
 - Friends enjoying videos together
 - Family video night
 - ✓ Measure and evaluate:
 - Use special buttons on web home page for ad response
 - Count click-throughs on special buttons
 - Change content and placement as needed for next launch area and current locations
 - ✓ During launch, run ads weekdays for three months:
 - Spokane area May 22 – August 24
 - Seattle area August 22 – November 23
 - Portland area November 14 – February 14
 - Boise area February 20 – May 17
 - ✓ Ongoing advertising efforts:
 - Weekdays morning and evening commute >

4.1 Public Relations

4.2 Advertising

4.3 Trade Shows

4.4 Direct Marketing

4.5 Events

4.6 Web marketing

4.7 Web sales

4.8 Sales support tools

4.9 Channel/partner marketing

5 Launch Budget

<By department and calendar quarter. "Q1" in this template represents the first quarter in which funds need to be paid out toward launch activities.>

| | Q1 | Q2 | Q3 | Q4 |
|------------------------------|----|----|----|----|
| PR | | | | |
| Advertising | | | | |
| Trade Shows | | | | |
| Direct Marketing | | | | |
| Events | | | | |
| Sales Tools | | | | |
| Web | | | | |
| Channel & Partner | | | | |

6 Pricing

<By SKU and channel>

7 International

<Rollup of objectives, deliverables, budget, key schedule dates. Reference to supporting documents if appropriate.>

8 Manufacturing and Operations

8.1 Key dates and deliverables

8.2 List of SKUs that require bills of material

8.3 List of components to be manufactured and/or delivered to operations for inclusion on servers

9 Technical Support, Customer Service

9.1 Key dates and deliverables

9.1.1 Training

9.1.2 Beta customer list

9.1.3 Press and analyst list

10 Risk Analysis

10.1 Risk 1 Description

10.1.1 Alternatives

10.1.2 Mitigation Plan

10.2 Risk 2 Description

10.2.1 Alternatives

10.2.2 Mitigation Plan

11 Launch Status Communication Plan

11.1 Summary of Pre- and Post-Launch Key Metrics

11.2 Method and Location of Status Reporting

12 Appendix: Supporting Marketing Information

<Your messaging document and any other market/audience background information from your MRD/PRD go here>.

12.1 Target Market

12.2 Problem(s) to be solved

12.3 Key benefits that solve the problem

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12.6 Sample User Profiles

12.7 Feature/function/benefit Table

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