

Product launch tiers

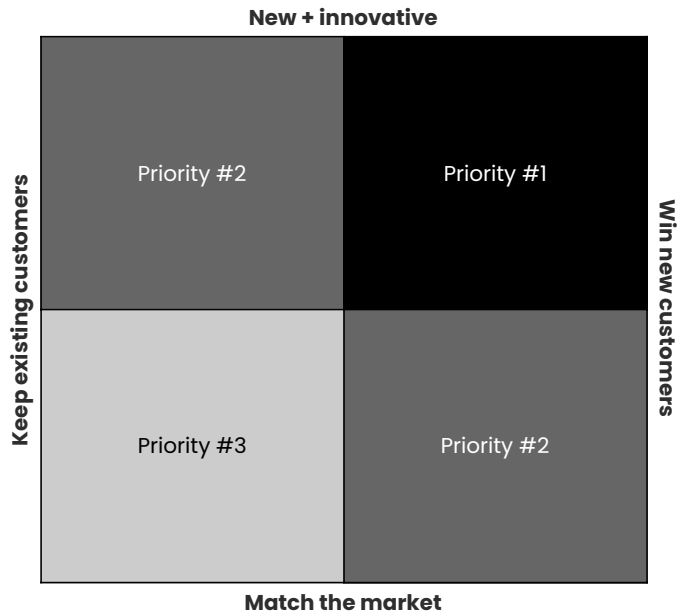
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Step 1:

Plot your new product or feature on the matrix and determine which priority number it sits under. Remember, there can be different priorities within a priority - for example, a release that matches the market and wins new customers might be considered more of a Priority #2+ if you're only the second person in the market to offer it. Or, a Priority #1 that's not only new + innovative but also an environmental breakthrough might be given even more attention.

Step 2:

Once you've agreed on your priority level, use the below checklists as a guideline for what's needed for launch. Although these lists aren't prescriptive, be careful not to over or under launch a product/feature by straying from them *too* much.



	Priority #1	Priority #2	Priority #3
Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In-app message	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Update existing webpages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Add new webpages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Positioning/messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Demo video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
PPC campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Partner campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Internal training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Blog posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Case studies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customer campaign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Press release	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Launch event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Webinar	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whitepaper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales battlecard	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competitor comparison	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>