

# New Product Launch Roadmap



## STEP #1 – FINALIZE STRATEGY

- Market and customer segmentation analysis
- Competitive analysis
- Total Addressable Market calculation
- Target Buyer Personas
- Input from sales, channel partners, product development, customer service, operations
- Estimated costs and resource requirements
- Business case

## STEP #2 – PRODUCT DEVELOPMENT

- Target Ideal Customer Profile for new product
- Target Buyer Persona Profiles
- Buying Process Maps for target personas
- Pricing Guidelines
- Channel Strategy & Sales Goals
- Training material/courseware for sales team
- Early stage marketing collateral
- Field Marketing Strategies & Demo Decks

## STEP #3 – LAUNCH READINESS

- Quality assurance and product testing validated
- Inventory and supply chain readiness confirmed to fulfill anticipated demand
- Direct sales team and channel partner communications and training complete
- Marketing launch plans (global & local) finalized
- Trade publication placements finalized
- Website, social, digital media, postings to sales and channel portal
- Campaigns and demand generation programs ready
- Support tools and customer service capabilities verified

## STEP #4 - LAUNCH, MEASURE & ITERATE

- Review early indicators of success, monitor pipeline and early wins and losses
- Review performance against sales forecast
- Optimize go-to-market programs to address forecast gaps
- Refine marketing programs to support go-to-market changes
- Recommend solution enhancements or updates

