

New Product Launch Communication Strategy Form

Project Overview

Product Name

Planned Launch Date

Product Description

Target Audience

Primary Audience

Segment(s)

Key Insights About Audience

Key Messaging

Main Message

Value Proposition

Support Points

Channel Strategy

Channels to Use (e.g. Email, Social Media, PR, Events)

Key Dates & Timeline

Stakeholder & Team Alignment

Key Team Members

Stakeholders To Inform

Measurement & Success

KPIs & Metrics

Review Process