Product Launch Communication Plan Template

Project Details

Milestone

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roduct Name					
aunch Date					
Project Owner					
Prepared By					
Objectives					
Key Message	es				
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Audience Se	gments				
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Segment		Needs		Key Message	
Channels & 7	Tactics				
Channel Tactic		Responsible			Timeline
Milestones					

Date

Status

Measurement & KPIs								
Notes								