



# Tech Product Launch Go-to-Market Checklist

Are you launching a new tech product but unsure if your strategy will hit the mark? Without a solid go-to-market plan, even the most innovative products can fall flat, costing you time, money, and market share.

This checklist gives you the exact blueprint top tech companies use to precisely target their audience, generate massive pre-launch

buzz, execute a flawless launch day, and scale quickly.

## **How to Use These Checklists:**

1. Go through each item systematically.
2. Mark “[ ]” if the point is done or applies to your current situation.
3. Mark “[ ]” if the point is not done or needs attention.
4. For “[ ]” answers, note down specific issues and potential solutions.

5. Prioritize areas for improvement based on their potential impact on your goals.
6. Regularly revisit and update these checklists as your business and strategies evolve.

# I. Product & Market

Understanding

Product Readiness:

- Is the product fully developed and tested, meeting quality standards?
- Are all necessary features implemented and bugs addressed?
- Is the product legal and compliant with relevant regulations?

## Market Research:

Have target customer segments been clearly identified?

Is there a clear understanding of market size and potential?

Have key competitors been identified and analyzed?

## Value Proposition:

Is the unique value proposition of the product clearly defined?

Does it solve a specific problem or address a clear need for the target audience?

Is the messaging clear, concise, and compelling?

Pricing Strategy:

Has a pricing model been determined (e.g., one-time purchase, subscription, freemium)?

Is the pricing competitive and reflective of the product's value?

Are different pricing tiers considered (if applicable)?

## **II. Marketing & Sales Strategy**

Marketing Channels:

Have the most effective marketing channels been identified for reaching the target audience?

Is there a plan for content marketing (e.g., blog posts, whitepapers, case studies)?

Is there a plan for social

media marketing?

Is there a plan for PR and media outreach?

Is there a plan for paid advertising (e.g., search, social)?

Sales Strategy:

Is there a clear sales process defined for acquiring new customers?

Have sales goals and targets been established?

Are sales materials (e.g.,

demos, presentations,  
brochures) developed?

Pre-Launch Buzz:

Is there a strategy for  
generating excitement and  
anticipation before launch?

Are landing pages for lead  
capture set up?

Are early access programs  
or beta testing plans in place?

Launch Day Plan:

Is there a detailed plan

for the official launch day activities?

Are press releases, blog posts, and social media announcements prepared?

Is a launch event (virtual or in-person) planned if appropriate?

### **III. Operations & Support**

Customer Support:

Is a customer support system in place (e.g., help desk, ticketing system)?

Are support staff trained on the product and common issues?

Are FAQs and knowledge base articles developed?

Technical Infrastructure:

Is the necessary technical infrastructure scaled to handle anticipated user load?

Are monitoring and alerting systems in place for performance?

Is there a disaster recovery

plan?

Legal & Compliance:

Are all necessary legal documents (e.g., terms of service, privacy policy) prepared?

Are regulatory approvals obtained if required?

Is intellectual property protected (e.g., trademarks, patents)?

## Team Readiness:

- Are all internal teams (marketing, sales, development, support) aligned and ready for launch?
- Are roles and responsibilities clearly defined?
- Is there a communication plan for internal and external stakeholders?

## **IV. Post-Launch & Iteration**

### **Performance Tracking:**

Are key performance indicators (KPIs) identified and tracking mechanisms in place?

Is customer acquisition cost (CAC) being monitored?

Is customer lifetime value (CLTV) being tracked?

Feedback Collection:

Is there a system for collecting customer feedback (e.g., surveys, in-app feedback)?

Is feedback being regularly reviewed and used for product improvements?

Iteration & Updates:

Is there a plan for ongoing product updates and feature enhancements?

Is there a roadmap for future product development?

Crisis Management:

Is there a plan for addressing potential issues

or negative feedback post-launch?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

# **What We Offer**

## **Growth Strategy and Planning:**

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

# **Digital Marketing**

## **Expertise:**

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

# **Marketing Technology and Automation:**

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

# **1:1 Coaching and Workshops:**

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

## **Consulting Services:**

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

# **Additional Areas of Expertise:**

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move  
beyond fragmented efforts  
and build a strategic,  
data-driven engine for  
sustainable growth—  
we'd love to connect.**



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