

Pre-Launch Phase

1. Market Research

- Identify target audience
- Analyze competitors
- Validate product-market fit

2. Product Development

- Finalize product design
- Complete development and testing
- Ensure quality assurance

3. Marketing Plan

- Define a unique selling proposition (USP)
- Develop branding strategy (name, logo, packaging)
- Create marketing collateral (brochures, website, social media content)
- Plan pre-launch marketing campaigns (teasers, email marketing, social media)

4. Sales Strategy

- Set pricing strategy
- Develop sales materials (presentations, brochures)
- Train sales team

5. Logistics and Operations
 - Secure supply chain and inventory management
 - Plan distribution strategy
 - Prepare customer support

Launch Phase

1. Soft Launch
 - Release product to a small group for feedback
 - Monitor and collect feedback
 - Make necessary adjustments

2. Public Launch
 - Execute launch event (virtual or physical)
 - Release press releases and media kits
 - Launch marketing campaigns across channels
 - Monitor social media and engage with an audience

3. Sales Launch
 - Launch product on e-commerce platforms and/or retail stores
 - Ensure customer support is ready for inquiries and issues
 - Monitor sales performance

Post-Launch Phase

1. Performance Analysis
 - Review sales data and marketing metrics
 - Collect and analyze customer feedback
 - Identify areas for improvement
2. Customer Support and Retention
 - Provide ongoing customer support
 - Implement customer feedback for product improvement
 - Develop customer retention strategies (loyalty programs, updates)
3. Continuous Improvement
 - Update product based on feedback and performance data
 - Plan for future iterations or product versions

- Keep marketing efforts ongoing