

Product Launch Marketing Checklist

For MedTech & Life Sciences Teams Under Pressure to Perform



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When the spotlight's on your new product, there's no room for *"we'll figure it out later."* Use this checklist to ensure your launch is buttoned up **from positioning to post-launch optimization.**

Strategy & Planning

- ☐ Define launch goals (awareness, leads, adoption, etc.)
- ☐ Identify and prioritize target audiences (buyers, users, influencers)
- ☐ Develop buyer personas and map the decision-making process
- ☐ Align internal stakeholders on messaging, metrics, and timelines
- ☐ Create a launch calendar

Messaging & Positioning

- ☐ Audit competitive positioning
- ☐ Finalize product value proposition and differentiators
- ☐ Tailor messaging for each audience segment
- ☐ Develop internal messaging document (for sales, execs, and partners)
- ☐ Validate messaging with SMEs or target users, if possible
- ☐ Ensure messaging is compliant with approved claims and other regulatory requirements

Campaign Development

- ☐ Plan an integrated, omnichannel marketing mix (email, ads, social, events, web, etc.)
- ☐ Create campaign concept and creative direction
- ☐ Develop nurture flows for pre- and post-launch engagement
- ☐ Align sales enablement with marketing efforts
- ☐ Determine KPIs and how they'll be tracked across channels

Creative & Content Production

- ☐ Sales decks
- ☐ Explainer video or product animation
- ☐ Launch landing page or microsite
- ☐ Email sequences (internal, external, nurture)
- ☐ Digital ads (display, social, PPC)
- ☐ Organic social posts
- ☐ Trade show booth materials and banners
- ☐ White papers, brochures, case studies

Readiness & QA

- ☐ Product website or landing page is live and functional
- ☐ GA4 and campaign tracking are tested and working
- ☐ Email deliverability and forms tested
- ☐ Ad campaigns scheduled and tracking in place
- ☐ CRM and/or marketing automation connected
- ☐ Internal training or briefings completed
- ☐ Customer-facing teams aligned on messaging and timing

Launch & Post-Launch Optimization

- ☐ Monitor campaign performance
- ☐ Set a plan for weekly/monthly reporting and adjustments
- ☐ Schedule follow-up campaigns or remarketing
- ☐ Collect and document learnings for future launches
- ☐ Consider a relaunch or second-wave campaign based on feedback

Want a Team That Can Help You Pull All This Off?



If your plate is full and your launch is high-stakes, D2 Creative can help you manage it all — strategy, creative, execution, and results.