**Product Launch Marketing Form**

**Company Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Department:** |  | **Contact Person:** |  |
| **Phone:** |  | **Email:** |  |

**Product Information**

|  |  |  |  |
| --- | --- | --- | --- |
| Product Name: |  | Product Category: |  |
| Launch Date (Planned): |  | Target Market/Customer Segment: |  |
| Key Features/Benefits: |  | Unique Selling Proposition (USP): |  |

**Marketing Objectives**

|  |  |  |  |
| --- | --- | --- | --- |
| ☐ Brand Awareness |  | ☐ Lead Generation |  |
| ☐ Sales Growth |  | ☐ Customer Retention |  |
| ☐ Other: |  |  |  |

**Marketing Strategies & Channels**

|  |  |  |  |
| --- | --- | --- | --- |
| Advertising (Print / TV / Radio / Digital): | |  | |
| Social Media Platforms: |  | Email Campaigns: |  |
| Influencer Partnerships: |  | Events/Trade Shows: |  |
| PR/Press Release: |  | | |

**Content & Creative Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| Logo/Brand Guidelines Needed? | ☐ Yes ☐ No | Product Images/Videos Needed? | ☐ Yes ☐ No |
| Creative Brief Attached? | ☐ Yes ☐ No |  |  |

**Budget & Resources**

* Estimated Marketing Budget: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Resource Allocation (Team/Agency): \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Approval**

* Requested By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_
* Approved By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_