

Blackblot® PMTK Launch Plan



Company Name: <Enter company name>
Product Name: <Enter product name>

Date: <Enter creation date>
Contact: <Enter contact name>
Department: <Enter department name>
Location: <Enter location>
Email: <Enter email address>
Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision>	<Revision #>	<Enter your>	<Enter name>

Blackblot® PMTK Launch Plan

Launch Date: 01-Jan-2018

<Product Name> Launch Plan

#	Item	Category	Start Date	Ready Date	Work	Prepared By Lag	Owner	Department	Budget	Status	Type	Launch Lag	Release Date	End Date	Release Duration
1	Launch Plan Preparation Phase					6 Months Before Launch									
11	Launch Plan Readiness Phase					5 Months Before Launch									
27	Launch Plan Activation Phase					4 Months Before Launch									
41	Launch Plan Awareness Phase					3 Months Before Launch									
51	Launch Plan Pre-launch Phase					2 Months Before Launch									
64	Launch Plan Ready-to-launch Phase					1 Month Before Launch									
70	Product Launch! Phase					Product Launch!									
80	Post-launch Reinforcement Phase					1 Month After Launch									
88	Post-launch Maintenance Phase					2 Months After Launch									
93	Post-launch Follow-up Phase					3 Months After Launch									

Evaluation

Copy

Blackblot® PMTK Launch Plan Settings

List Tables for Drop Down menus				
Category	Department	Status	Owner	Type
Channel Readiness	Corporate Marketing	Pending	John Smith	Artifact
Launch Team	Development	Started	John Smith I	Activity
Product Marketing	Executive Management	Complete	John Smith II	
Product Readiness	Marcomm	Canceled	John Smith III	
Public Relations	Product Management			
Sales Tools	Product Marketing			

Evaluation Copy

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Blackblot® PMTK Launch Plan - Instructions

1. In the "Launch Plan" spreadsheet, set official launch date parameter.
 2. In the "Launch Plan" spreadsheet, set the work parameter for all launch plan items.
 3. In the "Launch Plan" spreadsheet, add or remove artifacts or activities from the launch plan as needed.
- Note the cell comments that provide additional information.

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