

B2B SaaS product launch checklist

From launch strategy to sales readiness — a practical checklist for B2B software teams.

6 PHASES

43 ITEMS

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Use this checklist to coordinate the decisions, assets and teams that turn a release into a market-facing launch. Not every launch needs every item: adapt the plan to your product, audience, budget and launch scope. Add an owner next to each item.

Phase 1 — Define the launch

7 items

OWNER / DATE

- ☐ Define what is launching: product, feature, module, market entry or major update.
- ☐ Identify the target customer segments and priority industries.
- ☐ Identify the buying committee: business decision-maker, technical evaluator, user, procurement and other relevant roles.
- ☐ Document the customer problem, trigger events and expected outcomes.
- ☐ Agree on launch goals, business objectives and measurable indicators.
- ☐ Establish launch scope, budget, owners, approval process and timeline.
- ☐ Review competitors and available alternatives.

OUTPUT One-page launch brief with target audience, problem, goal, owner and timeline.

Phase 2 — Position and message

7 items

OWNER / DATE

- ☐ Write a concise product positioning statement.
- ☐ Define three to five differentiators backed by evidence.
- ☐ Map features to customer advantages and business benefits.
- ☐ Create messages for technical and business audiences.
- ☐ Prepare product naming, description and elevator pitch.
- ☐ Confirm claims with product, legal and security stakeholders where needed.
- ☐ Define the primary call to action: demo, trial, consultation or contact.

OUTPUT Approved positioning and messaging framework.

Phase 3 — Prepare marketing assets

8 items

OWNER / DATE

- ☐ Create or update the product page and launch landing page.
- ☐ Prepare a product overview and solution or use-case pages.
- ☐ Produce a demo script, screenshots and walkthrough assets.
- ☐ Write the launch email and LinkedIn or social posts.
- ☐ Prepare a blog post, explainer or technical guide where relevant.
- ☐ Develop campaign creative, ads and tracking links.
- ☐ Review SEO titles, meta descriptions, page indexing and internal links.
- ☐ Get permission before publishing customer logos, testimonials or quotes.

OUTPUT Approved, scheduled launch asset library.

Phase 4 — Enable sales and partners

7 items

OWNER / DATE

- ☐ Create a sales deck and a concise product one pager.
- ☐ Develop an FAQ and objection-handling notes.
- ☐ Prepare a competitive comparison or battlecard where appropriate.
- ☐ Confirm packaging, pricing and commercial terms with the relevant teams.
- ☐ Train sales and customer-facing colleagues on positioning and the demo narrative.
- ☐ Equip partners with approved copy, visuals and links.
- ☐ Define lead routing, CRM campaign tagging and follow-up ownership.

OUTPUT Sales-ready launch kit and an agreed lead-handling process.

Phase 5 — Activate the launch

7 items

OWNER / DATE

- ☐ Confirm the product is available as described and the website works.
- ☐ Test forms, booking links, demo or trial flows and analytics.
- ☐ Publish the landing page and supporting content.
- ☐ Coordinate email, social, partner and paid campaigns as applicable.
- ☐ Brief internal teams on the schedule and escalation contacts.
- ☐ Monitor inbound enquiries, feedback and technical issues.
- ☐ Record what actually shipped and when.

OUTPUT A coordinated launch with working conversion paths.

Phase 6 — Learn and improve

7 items

OWNER / DATE

- ☐ Review performance against the launch objectives.
- ☐ Examine qualified enquiries and relevant target-account engagement.
- ☐ Gather sales objections, demo feedback and common customer questions.
- ☐ Identify content gaps and update product pages.
- ☐ Refine campaign targeting and messaging based on evidence.
- ☐ Plan ongoing nurture, education and adoption activities.
- ☐ Document lessons learned and owners for next actions.

OUTPUT Post-launch review and a prioritised improvement backlog.

What to measure

A small, relevant set: qualified leads, demo or trial requests, target-account engagement, conversion rates, content engagement, sales acceptance and pipeline contribution where attribution is credible. For a feature release, adoption and customer education may matter more than net-new leads.

Common launch mistakes

Leading with features — show the problem and business relevance first.

Launch day as the finish line — build a post-launch plan.

Forgetting sales readiness — approved answers and materials.

Measuring only reach — tie activity to commercial goals.

Creating everything at once — prioritise by audience and objective.

Planning a B2B product launch? MWJ can help.

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