

LIGHTMARK GROWTH SAMPLE

# Product Launch & GTM Planning

Example output for launching with clearer messaging, better sales alignment, and a plan that holds together.

## SERVICE EXAMPLE

### What this deliverable gives the client

A launch plan that connects product value, audience priorities, sales enablement, campaign execution, customer education, and success metrics. The focus is on creating clarity before launch so the team does not scramble after launch.

#### Client scenario

A SaaS company was preparing to launch a new product tier and needed a practical plan for positioning, packaging, sales readiness, customer communications, and measurable adoption. The biggest risk was not the feature itself. The biggest risk was unclear handoff between Product, Sales, Marketing, and Customer Success.

### Launch strategy snapshot

Decision area	Recommendation
Launch objective	Drive awareness and conversion among existing customers first, then use early proof points to support new-logo campaigns.
Audience	Primary: existing customer admins and executive sponsors. Secondary: Sales, CS, and implementation teams.
Message	Upgrade from core workflow completion to smarter, faster, more confident operational control.
Offer	Early adoption consultation, readiness checklist, and use-case-specific demo.
Sales motion	Targeted account list, expansion talk track, objection handling, and clear qualification rules.
Measurement	Adoption interest, demo requests, pipeline created, attach rate, expansion revenue, and product usage.

### Launch workstreams

Workstream	Owner	Key deliverables
Positioning and message	Marketing + Product	Positioning statement, value prop, persona messaging, launch FAQ.
Sales enablement	Marketing + Sales	Sales deck, one-pager, discovery questions, talk track, objection handling, demo flow.
Customer communication	Customer Marketing + CS	Customer email, webinar, in-app/support copy, renewal/upsell talking points.
Demand generation	Growth Marketing	Landing page, paid promotion, nurture sequence, retargeting, webinar promotion.
Operations and reporting	Marketing Ops + RevOps	Campaign setup, routing rules, source tracking, dashboards, SLA reporting.

## Messaging framework

Audience	Pain point	Message	Proof or asset
Executive sponsor	Needs stronger visibility and business control.	Get clearer insight into risk, readiness, and program performance.	Executive one-pager and dashboard preview.
Program admin	Needs fewer manual steps and less complexity.	Spend less time chasing information and more time managing exceptions.	Workflow demo and checklist.
Sales / CS	Needs a clean way to explain value and qualify fit.	Anchor the conversation on business outcomes, not feature lists.	Discovery guide and objection handling.
Existing customer	Needs confidence that upgrade is worth time and budget.	Expand what is already working with a practical path to more control.	Customer webinar and ROI prompts.

## Launch timeline

Phase	Timing	Core actions
Pre-launch	6-4 weeks out	Finalize positioning, beta/customer input, launch narrative, sales enablement outline, operations requirements.
Readiness	4-2 weeks out	Build landing page, customer email, webinar plan, Salesloft sequence, dashboards, enablement training.
Launch	Week 0	Internal enablement, customer announcement, webinar promotion, sales outreach, paid and owned channel activation.
Follow-up	Weeks 1-4	Prioritize engaged accounts, host webinar, route hand raises, publish FAQ, monitor objections.
Optimize	Weeks 5-8	Review adoption, pipeline, attach rate, win/loss notes, and content gaps. Adjust plays.

## Launch metrics

Metric	Why it matters
Target-account engagement	Shows whether the launch is reaching the right customer or prospect accounts.
Demo or consultation requests	Measures commercial interest, not just awareness.
Expansion pipeline created	Connects launch activity to revenue opportunity.
Attach rate or upgrade rate	Shows whether packaging and sales motion are landing.
Product activation / usage	Confirms customers are not just buying, but adopting.
Sales objection themes	Shows where messaging, pricing, or packaging needs refinement.

### Client-ready conclusion

A product launch succeeds when the team knows exactly who it is for, why they should care, how Sales should explain it, how Customer Success should reinforce it, and how leadership will know whether it worked.