

# A Product Manager's Go-to-market Checklist

## The purpose of this checklist and how to use it

When starting a new initiative, as PMs we should be thinking about how to launch it so our customers are aware and can start using it. Depending on the impact and effort of what we are delivering, there can be a number of things that go into the preparation of launch. This checklist attempts to encapsulate some of that.

Feel free to bring it into your tool of choice and customise for your initiative and team. This checklist is simply a starting point to begin shaping your go-to-market efforts.

Also if you have any feedback, please share it in [#team-product-management](#).

## Go-to-market Checklist

### When you are kicking off an initiative -

- ☐ Include a section covering Awareness, Readiness, and Adoption in the pitch doc
  - ☐ Consider if any in-product communication such as notifications, banners, etc would be useful.
  - ☐ Consider if it's worth planning an Early Access / Beta feedback round with a few customers before going wider.
  - ☐ Is this an Enterprise only feature? Communication to customers might look different & more targeted.
  - ☐ Consider more high touch methods of communication. For eg - sitting in existing Enterprise customer calls and doing demos
  - ☐ Consider if it's worth adding a Trial experience or in-product Preview.
- ☐ Based on your Rollout plan, consider -
  - ☐ how communication might need to be tailored both to customers and internal teams
  - ☐ how to target customers based on that criteria.
- ☐ Decide on success measures and a metrics tracking plan
- ☐ Make sure you include and inform all the relevant stakeholders across R&D and wider business (where applicable)
  - ☐ Platform teams
  - ☐ Marketing, Sales, Professional Services, Support
  - ☐ Trust, security, compliance
  - ☐ Legal

### 4-6 weeks before launch

- ☐ Review the relevant pages in [Octopus public reference documentation](#) to make sure it is still true and make any edits required. You can have these in a branch ready to go before launch.
- ☐ Write up a blog post if relevant
- ☐ Line up any Customer Case Study and/or Quotes opportunities in collaboration with Product Marketing
- ☐ Line up any requests for changes on the [Octopus.com](#) website if relevant - [#website-and-martech-requests](#)
- ☐ Collaborate with Product Marketing on - Social Media posts, Killer video, Feature walk-through videos, set up any relevant email campaigns.

### 1-3 weeks before launch (before branch cut-off)

- ☐ Ensure the right metrics are implemented. Consider RUF metrics (Reliability, Usability, Functionality). This includes observability metrics, behavioural analytics and statistical data.
  - ☐ Update relevant graphs & dashboards to take into account your new changes.
- ☐ Ensure you have considered and prepared ways of collecting feedback from Customers.
- ☐ Ensure that you test any in-product notifications, banners, etc.
- ☐ Write up a blurb for the New Features section in the upcoming Monthly newsletter. See guidance here. Ask in [#topic](#) content-marketing for the cut-off date.
- ☐ Merge any draft changes for [Octopus public reference documentation](#).

- ☐ Consider making an announcement in the Community slack channel.

#### During the week of the launch

- ☐ Monitor relevant RUF metrics: Reliability, Usability, Functionality to ensure there are no issues with the roll-out / analytics tracking
- ☐ Reach out to customers you may have spoken to during discovery who may be early adopters of the feature to let them know it's available
- ☐ Update [public roadmap](#)

#### ☒ 2 weeks post-launch

- ☐ Check for leading indicators towards success metrics you defined
- ☐ Check for any issues/complaints experienced by customer-facing teams (support, sales, services)
- ☐ Monitor any relevant channels for feedback - community slack, social media, typeform surveys, etc
- ☐ Schedule discovery calls with customers starting to adopt the feature