FRAMEWORK · PRODUCT LAUNCH · 2022

Program launch framework

How six teams launch a new online course without waiting on each other. I wrote it after owning course launches at one of the companies I worked for, so every team knew what it owed, to whom and by when.

Who delivers what

Learning experience

- Curriculum: overview, detailed version, mini projects, capstone project
- Learning platform content
- Project code and readiness timeline
- Instructor hiring and briefing
- Delivery support and teaching assistants

Marketing

- Market research: keywords searched, competitor curriculum
- Landing page content
- Demo session deck and instructor guide
- Brochure, email series, WhatsApp template
- Automated call and text reminders
- Videos and creatives for paid campaigns

Design

- Demo deck design
- Brochure design
- Email banners
- Certificate design
- Program logos and landing page assets
- Creatives for paid campaigns

Tech

- Course landing page build
- Email series setup
- Page address and course ID

Sales

- Sales document
- Reviews to use on calls
- Hiring of the sales team

Operations

- Webinar platform account and content
- Automated call voiceover and text content
- WhatsApp reminders

How long each team needs



The order of work

PHASE 1

Lock the curriculum

- Content hands the curriculum to marketing.
- Main modules, certification names, projects and tools are final before anyone writes copy.
- Shoot the paid campaign video.

PHASE 2

Build the content

- Marketing and content work side by side on the demo, landing page and emails.
- Both teams review the deck, page and brochure.
- Create the webinar account. Request the page address and course ID.

PHASE 3

Hand over and staff

- Marketing hands the page, emails and demo to each owner.
- Instructor hiring starts while the build runs.
- Reminders go to operations.
- Brief instructors, review ad creatives and design the brochure at the same time.

PHASE 4

Test and launch

- Audiences and campaigns are ready.
- Test the full path: webinar leads, email series, page content and the ad integration.
- Do one full test run, then release the page.
- Run campaigns and conduct the demos.

Brochure check before it ships

- [ ] All content is in the brochure and verified by the content team.
- [ ] Pages, week numbers and topic headers are checked for anything missing.
- [ ] Read everything once on the day and note feedback.
- [ ] Read it again the next day with a fresh mind.

This is my own version of a working document I created in 2022. Names and internal links are removed.