**[](https://www.smartsheet.com/try-it?trp=12365&utm_source=template-word&utm_medium=content&utm_campaign=Software+Release+Plan-word-12365&lpa=Software+Release+Plan+word+12365)Software Release Plan Template**

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| **Task Title** | **Task Description** | **Assigned Owner** | **Due Date** | | **Task Status** | |
| Market Analysis | Evaluate market potential and value |  |  | | Not Started | |
| Conduct a competitor analysis |  |  | | In Progress | |
| Define target audience |  |  | | Complete | |
| Task 4 |  |  | | On Hold | |
| Task 5 |  |  | | Overdue | |
| Audience Personas | Create customer surveys |  | |  | | Needs Review | |
| Conduct phone and in-person interviews |  | |  | |  | |
| Collect data from web and social analytics |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| Product Pricing | Outlining business goals |  | |  | |  | |
| Analyze competitor pricing |  | |  | |  | |
| Determine costs |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| Market Positioning | Define your unique value proposition |  | |  | |  | |
| Create positioning statement |  | |  | |  | |
| Finalize messaging framework |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |
| Go-To-Market Strategy | Define sales strategy |  | |  | |  | |
| Create marketing plan |  | |  | |  | |
| Complete GTM template |  | |  | |  | |
| Task 4 |  | |  | |  | |
| Task 5 |  | |  | |  | |

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| Sales Enablement | Develop training content |  |  |  |
| Conduct training sessions |  |  |  |
| Create email templates |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| Internal Communications | Create communications plan |  |  |  |
| Create shared storage location |  |  |  |
| Collect feedback |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| External Launch | Complete a crisis plan before launch |  |  |  |
| Follow marketing plan |  |  |  |
| Inform stakeholders about any issues |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| Metrics | Monitor performance of marketing channels |  |  |  |
| Determine cost per acquisition by channel |  |  |  |
| Evaluate website and customer analytics |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |
| Post-Launch Feedback | Distribute post-launch customer survey |  |  |  |
| Complete win/loss interviews |  |  |  |
| Hold a post-launch review |  |  |  |
| Task 4 |  |  |  |
| Task 5 |  |  |  |

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