

PITWALL

Product Launch Framework

Three-Tier Launch System | Internal Use Only | 2026

Tier 1: Major | Tier 2: Minor | Tier 3: Micro | Applies to product, feature, and company-level launches

How This Framework Works

Every launch at Pitwall runs through this framework. The tier determines the lead time, the required deliverables, the channel activation plan, and who owns what. Tiering is based on business impact and revenue potential — not effort, not feature size, not how long engineering took to build it.

The framework is intentionally opinionated. Its value comes from consistency. A PMM who knows the tier before the first planning meeting can build a launch brief in an hour. A sales rep who sees the tier in the launch brief knows immediately what enablement materials are coming and when.

Tier Summary

TIER	DEFINITION	LEAD TIME	RACI DEPTH	EXAMPLE
Tier 1 — Major	New product, category moment, or company event that moves the revenue needle	12 weeks	Full cross-functional	Pitwall stealth exit, new platform capability, major strategic partnership
Tier 2 — Minor	Significant feature, integration, or partnership that expands reach or value	8 weeks	PMM-led with sales and product	New SIEM integration, financial services landing page, Shakedown report redesign
Tier 3 — Micro	Minor feature, fix, or update requiring internal awareness only	4 weeks	PMM + CS + Sales awareness	UI improvement, minor API update, documentation refresh

Standing Rules

These apply to every launch regardless of tier.

RULE	WHAT IT MEANS
Tier before brief	No launch brief gets written until a tier is assigned. The tier determines the template.

Channel and activation plan

CHANNEL	ACTION	TIMING / NOTES
Internal Slack	One-paragraph update in #product-updates channel. What shipped, who to contact.	Launch day
Release notes / changelog	Entry added to public-facing changelog if customer-visible. Plain language.	Launch day
Customer success	CS team briefed before customers encounter the change. No surprises.	Day before launch

Success metrics

METRIC	TARGET	HOW WE MEASURE
CS escalations	Zero customer escalations related to change within 7 days	CS ticket system
Sales awareness	Sales team can explain change if asked — verified in next team meeting	Sales manager

Sales hears it first	For Tier 1 and 2 launches, the sales team is briefed at least one week before public announcement. No rep learns about a launch from a customer.
Customers before press	Existing customers receive notice before press embargo lifts. They hear it from us, not from a journalist.
One voice on launch day	PMM owns all external messaging on launch day. No improvised social posts, no product team blog posts running parallel. One voice, one message.
Post-launch is part of the launch	The 30-day post-launch period has its own content calendar and metric check. A launch without a post-launch plan is an event, not a motion.
Tier 3 is still a launch	Release notes get written. CS gets briefed. The difference is scale, not process. Undocumented changes create support debt.

TIER 1 MAJOR LAUNCH

New product, new category, or company-level event with direct revenue and market impact

What qualifies as a Major Launch

A Tier 1 launch changes how the market understands Pitwall or what Pitwall sells. It is measured by its impact on pipeline and revenue, not by feature count. If the launch could be the lead story in a trade publication and has a material effect on ARR, it is Tier 1. If you are unsure, it is probably Tier 2.

New product or platform	Category creation moment	Stealth exit/rebrand	Major strategic partnership	New market entry
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Who owns what

R = Responsible (does the work) A = Accountable (final decision) C = Consulted I = Informed

ACTIVITY	PMM	Product	Sales	Exec	PR/Comms
Launch strategy and brief	R	A	C	C	C
Messaging and positioning	R	C	I	I	I
Press release and media kit	R	I	I	C	A
Sales enablement package	R	C	A	I	I
Campaign planning and execution	R	I	C	C	I
Analyst and influencer briefings	R	I	I	A	R
Event and field activation	R	I	A	C	I
Executive communications	C	I	I	A	R
Launch day war room	R	C	C	A	C

Lead time and timeline

W-12	W-11	W-10	W-9	W-8	W-7	W-6	W-5	W-4	W-3	W-2	W-1	Launch	W+1	W+2
Strategy	Strategy	Strategy	Build	Build	Build	Build	Review	Review	Rehearsal	Embargo	Embargo	GO	Post	Post

Required deliverables

DELIVERABLE	OWNER	DUE
STRATEGY AND MESSAGING		
□ Launch strategy brief — scope, audience, objectives, success metrics	PMM	W-12
□ Messaging and positioning refresh — launch-specific narrative layer	PMM	W-10

□ Competitive response brief — how competitors will react and what we say	PMM	W-9
□ Internal all-hands brief — what we are launching and why it matters	PMM	W-4
SALES ENABLEMENT		
□ Launch battlecard — what changed, what to say, what not to say	PMM	W-6
□ Updated pitch deck — launch version with new messaging	PMM	W-5
□ FAQ document — answers to every question sales will get	PMM	W-5
□ Demo script update — incorporating new capabilities or narrative	Product + PMM	W-4
□ SDR sequence refresh — new outbound copy reflecting launch	PMM	W-4
EXTERNAL CONTENT		
□ Press release — embargoed, distributed day of launch	PMM + PR	W-2
□ CEO launch blog post — founder voice, origin story angle	PMM	W-3
□ Launch landing page or updated homepage	PMM + Web	W-3
□ Launch video or demo (if applicable)	PMM + Product	W-6
□ Customer-facing one-pager — updated for launch	PMM	W-4
CAMPAIGN AND ACTIVATION		
□ Paid campaign brief — channels, audience, budget, creative direction	PMM	W-6
□ Email campaign — customer and prospect tracks	PMM	W-3
□ Social content calendar — launch week and 30-day post-launch	PMM	W-3
□ Analyst briefing deck — embargoed, delivered W-4 to W-2	PMM	W-5
□ Launch event or webinar (if applicable)	PMM + Field	W-8

Channel and activation plan

CHANNEL	ACTION	TIMING / NOTES
Press and earned media	Target outlets briefed under embargo W-4 to W-2. Lift embargo launch day 6am ET. Follow up within 48 hours.	Embargo lift: launch day 6am ET
Analyst relations	Tier 1 analyst briefings W-4 to W-2. Share embargo materials. Request inclusion in next relevant report.	W-4 to W-2 pre-brief
LinkedIn — company page	Launch day announcement post. Executive reposts. Employee sharing program activated.	Launch day
LinkedIn — paid	Paid campaign goes live launch day. SOC Manager and CISO targeting. 30-day run minimum.	Launch day — 30 day run

Email — prospects	Launch announcement email to full prospect list. Pain-first framing, Shakedown CTA.	Launch day 9am ET
Email — customers	Customer-first notice email 24 hours before public launch. They hear it from us first.	Day before launch
SDR outbound	New sequences activated launch day. Sales team briefed W-1. Talking points in hand.	Launch day
Website	Landing page or homepage update live at launch. No soft launches — the page is live when the press release goes.	Launch day synchronized
Event / field	If launch is tied to an event, field activation plan runs independently with PMM oversight.	Per event calendar

Success metrics

METRIC	TARGET	HOW WE MEASURE
Press coverage	3+ tier-1 trade placements within 30 days	Coverage tracker — PMM owned
Pipeline generated	25+ Shakedown signups in 30 days post-launch	CRM — SDR attributed
Website traffic	50%+ traffic lift in launch week vs. prior 4-week average	GA4
Sales velocity	Decrease in average deal cycle by 10%+ post-launch	CRM — Sales ops
Analyst coverage	Mentioned in 1+ relevant analyst report within 90 days	AR tracking — PMM
Share of voice	Pitwall appears in 20%+ of category conversations tracked	Social listening tool

TIER 2 MINOR LAUNCH

Significant feature, integration, or partnership that expands what Pitwall can do or who it reaches

What qualifies as a Minor Launch

A Tier 2 launch expands the value of the platform in a way that is meaningful to existing customers and relevant to new prospects. It does not redefine the category, but it does generate news, require sales enablement, and support pipeline. If a sales rep will need to explain it and a customer will notice it, it is Tier 2.

Major new feature or capability	New integration with a key platform	Strategic technology partnership	New vertical or segment entry	Significant product update affecting pricing or packaging
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ACTIVITY	PMM	Product	Sales	Exec	PR/Comms
Launch brief and scope	R	C	I	I	I
Feature messaging and positioning	R	A	C	I	I
Sales enablement update	R	C	A	I	I
Customer communication	R	C	I	I	C
Blog post or announcement	R	I	I	I	C
Campaign support	R	I	C	I	I
Partner coordination (if applicable)	R	C	A	I	I

Lead time and timeline

W-8	W-7	W-6	W-5	W-4	W-3	W-2	Launch	W+1	W+2
Strategy	Strategy	Build	Build	Build	Review	Review	GO	Post	Post

Required deliverables

DELIVERABLE	OWNER	DUE
STRATEGY AND MESSAGING		
<input type="checkbox"/> Launch brief — feature description, audience, objective, channels	PMM	W-8
<input type="checkbox"/> Feature messaging — one-paragraph positioning and three key claims	PMM	W-6

□ Competitive context note — does this change any battlecard?	PMM	W-5
SALES ENABLEMENT		
□ Feature one-pager — what it does, who it is for, how to sell it	PMM	W-4
□ Battlecard update (if competitive impact)	PMM	W-4
□ Sales Slack announcement — what changed and what to say	PMM	Launch day
EXTERNAL CONTENT		
□ Blog post — feature announcement, practitioner-voice	PMM	W-2
□ Updated product page or feature section on website	PMM + Web	Launch day
□ Social posts — 3-post launch sequence	PMM	W-1
CUSTOMER COMMUNICATION		
□ In-app notification or release note (if applicable)	Product + PMM	Launch day
□ Customer email — what is new and how to use it	PMM	Launch day

Channel and activation plan

CHANNEL	ACTION	TIMING / NOTES
LinkedIn — organic	3-post launch sequence. Feature angle, practitioner voice. No paid amplification required.	Launch day + 2 follow-ups over 5 days
Email — customers	Feature announcement email. Value-first framing. Link to updated docs or release notes.	Launch day
Email — prospects	Add feature to existing SDR sequences where relevant. No standalone blast required.	Launch day — sequence update
Blog	Announcement post live on launch day. PMM-authored. Practitioner voice, not press release voice.	Launch day
Website	Product page or feature section updated. No homepage takeover unless Tier 1.	Launch day
Partner channels (if applicable)	Joint social post and partner newsletter mention if integration launch.	Per partner agreement

Success metrics

METRIC	TARGET	HOW WE MEASURE
Customer adoption	20%+ of active customers using new feature within 60 days	Product analytics
Sales usage	Feature referenced in 30%+ of active deal conversations within 30 days	CRM / call recording

Blog engagement	500+ unique readers within 30 days of publication	GA4
Pipeline influence	Feature contributes to 5+ Shakedown conversions within 60 days	CRM — PMM attributed

TIER 3 MICRO LAUNCH

Minor feature, fix, or update — internal awareness and release notes only

What qualifies as Micro Launch

A Tier 3 launch is anything that ships and is visible to customers but does not require external campaign support. It should be documented for the customer success team and sales team and noted in release notes, but it does not generate a blog post, press release, or paid campaign. If a customer would notice the change but would not be surprised to hear about it in a quarterly release roundup, it is Tier 3.

Minor feature or UI improvement	Bug fix with customer-visible impact	Documentation update	Release note item	Small integration update
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Who owns what

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ACTIVITY	PMM	Product	Sales	Exec	PR/Comms
Release note / changelog entry	R	A	I	I	I
Internal Slack notification	R	C	I	I	I
Customer success team brief	R	I	C	I	I
Sales team awareness note	R	I	A	I	I

Lead time and timeline

W-4	W-3	W-2	W-1	Launch	W+1
Awareness	Prep	Draft	Review	GO	Monitor

Required deliverables

DELIVERABLE	OWNER	DUE
INTERNAL AND RELEASE CONTENT		
<input type="checkbox"/> Release note — one paragraph, plain language, what changed and why	PMM	W-1
<input type="checkbox"/> Internal Slack post — what shipped, who to contact with questions	PMM	Launch day
<input type="checkbox"/> Customer success brief — two sentences, what customers may ask	PMM	Launch day
<input type="checkbox"/> Sales awareness note — one sentence, does this change any conversation?	PMM	Launch day