



Suhas Bhairav

AI Product Launch Marketing Plan Template

Translate technical specs into press, emails, and social with AI.

Turn a technical product spec into ready-to-publish marketing assets using AI, with oversight.

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suhasbhairav.com

Automate Content Flow from Spec

Map the product spec to content templates for press releases, emails, and social captions. Define who approves each asset and the cadence for review.

Key move Establish a single source of truth for content assets.

PRACTICAL CHECKLIST

- 01** Identify spec sections that drive messaging (features, benefits, pricing) for AI templates.
- 02** Specify required data inputs: product name, release date, pricing, and positioning.
- 03** Assign owners for drafting, review, and final sign-off for each channel.
- 04** Decide which assets are fully automated and which require human edits.
- 05** Set approval timelines and escalation paths to maintain launch readiness.
- 06** Choose AI tools: Claude/ChatGPT, content templates, version control, and data sources.
- 07** Week-by-week pilot plan: 1) draft, 2) review, 3) publish, 4) measure.

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AI-Driven Content Templates

Describe how to convert spec sections into press releases, launch emails, and social captions using structured prompts. Include human review checkpoints in each channel.

Key move **Prototype first: run 1-week small batch test.**

PRACTICAL CHECKLIST

- 01** Press release prompts emphasize problem, solution, and impact with quotes.
- 02** Launch email templates highlight benefits, urgency, and call-to-action without hype.
- 03** Social captions adapt messaging to platform character limits and tone.
- 04** Use data from the spec for factual accuracy and pricing details.
- 05** Incorporate brand voice, accessibility, and compliance constraints.
- 06** Attach a content digest and version label for traceability.

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Launch Metrics & Guardrails

Define KPIs and monitoring cadence for launch content. Establish approvals, rollback plans, and data provenance.

Key move Schedule quarterly audits of AI-generated content.

PRACTICAL CHECKLIST

- 01** KPIs: engagement, open rates, CTR, and conversion for launch assets.
- 02** Establish a weekly content scorecard to track quality and reviews.
- 03** Guardrails for automation: limit AI-changes without approval.
- 04** Approval flow: SME sign-off before public posting.
- 05** Data provenance: map source data to content outputs.
- 06** Security and compliance: ensure disclosures, privacy, and terms.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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