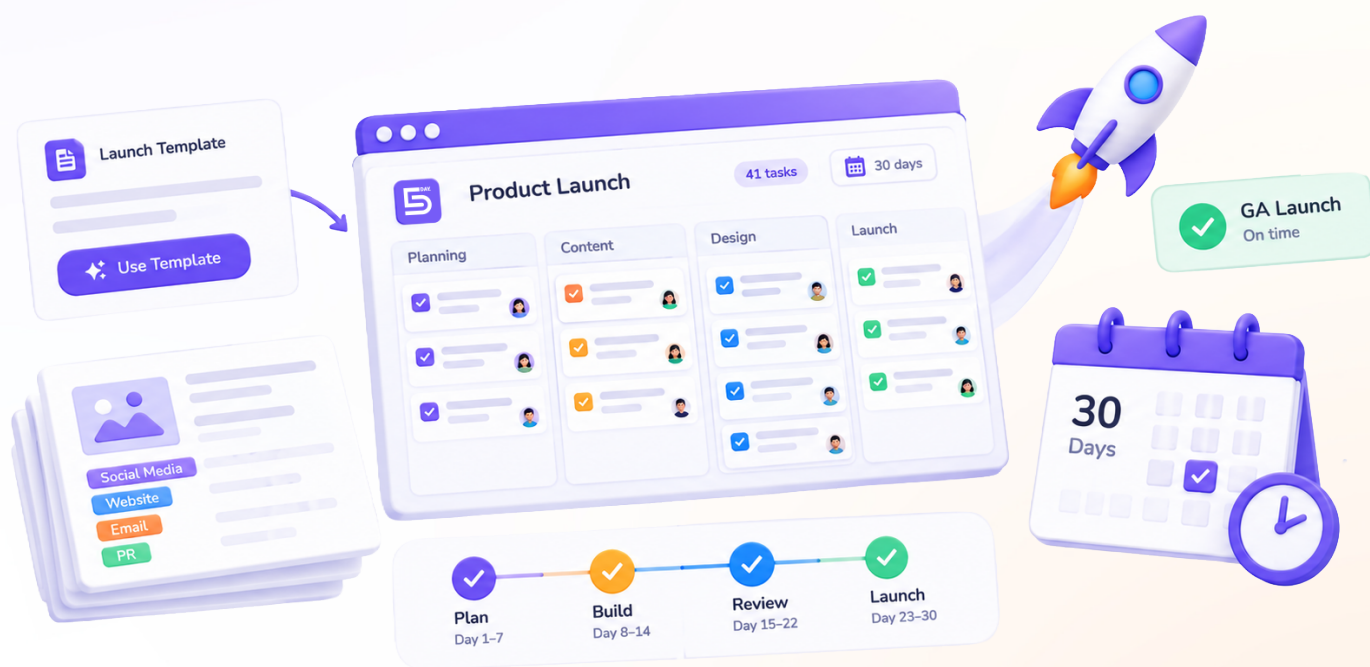


B2B SaaS · Product Launch

Managing a 30-Day Product Launch

How a nine-person marketing team ran a 41-deliverable launch at a third of the usual runway, the actual build, week by week.



INDUSTRY

B2B SaaS

COMPANY SIZE

~300 people

MARKETING TEAM

9 people

RESULT

41-item launch,
GA date held

The situation

Nadia runs product marketing at a B2B SaaS company selling workflow software to finance and operations teams. In February, leadership committed to announcing the company's governance layer. It included granular permissions, audit logging, enforced SSO and other features, ahead of a competitor's user conference. She found out that GA was thirty days out. Her team had historically worked on 45 to 60 day timelines.

Eighteen months earlier, on a comfortable 60-day timeline, the team had published a pricing page describing a tier that the product had renamed three weeks before launch. This was an announcement that Nadia wasn't aware of. At 60 days that is a footnote. At 30 there is no slack left to absorb it. What follows is how the launch was actually run.

30 days

The runway she was given, against a usual 45–60

41 items

Deliverables in the launch plan

9 people

On the marketing team running it

At 60 days a rename slipping through is a footnote. At 30 days there is no slack left to absorb it.

Days 1–2: build the plan backwards from GA

The 41-item plan was the previous launch project that they had been saved in 5day.io as a template. When the team onboarded, they had used a 5day.io campaign launch template and tweaked it a couple of times according to their workflow. Perfecting it to the flow of their work. They saved the template as standard practice for every project. This helped jump start a project immediately. The standard deliverables came pre-built and the first two days went into what was different about this one.

The board was organized by dependency order. Everything was sequenced based on narrative, product proof, enablement, demand, partner, rather than by team. At this stage, having the correct order of tasks was the critical point rather than focusing on which team gets what work. Every task got an owner and a date derived backwards from GA:

DAY	MILESTONE	WHAT IT UNBLOCKS
Day 8	Messaging and positioning locked	17 tasks to follow
Day 14	Demo environment frozen	Screenshots, video, docs
Day 22	All assets final	Enablement, web publish queue
Day 26	Enablement complete	Sales gets four days to absorb
Day 30	GA	-

By setting up the tasks this way, the team made sure every date had a concrete reason behind it. Day 8 was the last day messaging can lock and still leave sales four days with the deck.

Dates they decided were **no longer up for revision.**

The Four Weeks

From a single locked narrative to a timed launch-day checklist, how each week of the compressed timeline actually played out.

1

A 41-item plan

Only narrative work active, everything else stayed locked

2

The delay in delivery

GA moved 4 days, dependency automation recalculated every date

3

Production, review, and the rename that didn't get lost

A day-19 pricing rename reached all four linked owners

4

Launch day as a timed checklist

One sequenced checklist replaced daily status standups

Week 1

A 41-Item Plan

Only the narrative work was active. Everything else was on the lock. Nobody produced assets against positioning that was still moving, the usual source of rework in a compressed launch.

The messaging lived on a single task with the document attached, and product, sales leadership and legal reviewed it there as approvals rather than in a parallel thread. It locked on day 8, one day late, and that day was immediately legible against all 17 dependent tasks rather than surfacing at the following week's meeting.

Week 2

The delay in delivery

Engineering pushed GA by 4 days. Nadia changed the anchor date and, because the tasks were linked by dependency automation in the project template, the dates recalculated automatically. The alternative being 11 people re-deriving their own deadlines by hand — which is where the previous launch had quietly lost track.

The reshuffle also made the load visible: the designer now had 11 tasks inside a 5-day window. So, in week 2, Nadia deferred 3 items to week 5. They were moved rather than deleted, so the partner team could see where their webinar had gone. Unpopular, but deferring in week 2 is a different act from discovering in week 4 that it was never made.

Week 3

Production, review, and the rename that didn't get lost

Only the narrative work was active. Everything else was on the lock. Nobody produced assets against positioning that was still moving, the usual source of rework in a compressed launch.

The messaging lived on a single task with the document attached, and product, sales leadership and legal reviewed it there as approvals rather than in a parallel thread. It locked on day 8, one day late, and that day was immediately legible against all 17 dependent tasks rather than surfacing at the following week's meeting.

Week 4

Launch day as a timed checklist

The final week ran off one sequenced checklist. The flag was enabled, docs live, site published, emails sent, sales sequences activated, partner posts put out — each with an owner and a time. Sales and support watched the same board rather than asking for status, which is why the daily standups blocked out for that week were cancelled after 2.

How Did This Help Them

38 / 41

Deliverables shipped on or before GA

GA date held

Despite two engineering slips along the way

3 deferred

Landed in week 5, exactly as rescheduled

2 hrs, not 2 days

Time to reschedule engineering's second slip

This story is a composite drawn from patterns we see across marketing teams using 5day.io. Names, details, and figures are illustrative.

They held the date. 38 of 41 deliverables shipped on or before GA; the 3 that didn't were the ones deferred in week 2, and they landed in week 5 as scheduled. The plan was then saved back as the updated template, with retro notes on the tasks that ran late.

Worth being honest about the rest. The month was still hard, and this is not a productivity claim. What changed is that none of the 30 days went into archaeology about who has the current copy, whether legal cleared it, moved when GA moved. Engineering's date slipped twice the software prevented neither slip. It made the second one a two-hour reschedule rather than a two-day one.

Usual runway

60 days

This Launch

30 days



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