Pre-Commercial Launch Checklist: Building for Promotional Content

When pre-commercial companies launch, they must do so with impact. This requires a content infrastructure that gets messages to market with speed and compliance.

Here are **five key considerations** from industry leaders in emerging biopharma to prepare for launch:

01 Do you have the right content?

Pre-launch content strategy is key. Ensure you have identified your core product messaging and the assets needed to support efficient content creation. Teams need the right mix of launch content to support in-person and online interactions for HCPs, patients, and market access. That includes critical launch assets such as websites, email templates, and detail aids, along with a clear plan for how different types of content will be published. Planning this work early helps align content with the broader business strategy and prepare the right materials for each audience and channel.

02 Are you set up for efficient content creation and reviews?

A smooth launch depends on the right process, systems, and people. Clear review processes and SOPs help teams move content efficiently from creation through approval and distribution. The right systems support launch with product and indication setup, clear metadata, and automated workflows to reduce manual coordination and streamline MLR review. Identifying the right team early, from coordinators to reviewers, helps keep content moving.

03 Are your claims and references in order?

Claims and supporting references are a key communications asset in life sciences, and claims that are not clearly defined or thoroughly reviewed can slow your marketing launch. For new products and first-time launches, claims and supporting references can move through review alongside materials as content is developed. When managed digitally, claims can be linked to content earlier to support substantiation, manage last-minute label updates, and streamline review and approval.

04 Are you prepared to interact with the FDA?

Teams should be prepared to quickly generate FDA submissions and incorporate label changes. Preclearance submissions may also require submission-ready materials and references that clearly show how claims are supported. Systems that reduce manual steps and support these processes can help teams respond more quickly as requirements evolve.

05 Are you ready to measure your effectiveness?

Tracking how messages, channels, and content perform across audiences is key to improving launch impact. Metrics such as opens, clicks, and call-to-action engagement can help assess email and digital content effectiveness. These insights help teams reuse high-performing content, improve what is not resonating, and refine strategy after launch.

Launch day is an important milestone, but it is only the beginning of the next stage of your content strategy.

Use digital tracking tools and stakeholder feedback to understand how your content is performing and where it can improve over time. As the industry shifts towards more personalized and data-informed engagement, this approach helps set the foundation to follow that trend.

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