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# Winning Product Launches: The AI-Era Playbook for Content, Creators and Retail Media

By Megan Harvey // June 11, 2026 //

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Successfully launching a product means simultaneously winning shoppers, algorithms, AI agents, and retail media platforms before momentum disappears.

Join Russ Dieringer from Stratably and Amanda Wolff from ProductWind, for a hands-on, tip-packed session built for eCommerce, brand, and retail media teams focused on the marketing side of new product launches: content, demand generation, and retail media strategy. You'll walk away with actionable, ready-to-use tips you can put to work on your next launch to make sure the customers, the retailers, and the AI agents love your products.

This isn't theory. Every tip is something you can put to work immediately, built for the reality of AI-powered search and the shrinking window brands have to build momentum before a launch goes cold.

## What we'll cover:

- Writing product copy that performs in both SEO and AI-driven search
- Image and enhanced content strategies that support conversions and agentic discovery from day one
- Driving demand with creators to build organic momentum in coordination with paid spend
- The campaign types that drive the most efficient growth and which ones to hold off on
- The sequencing that separates launches that stick from ones that stall

You'll leave with a clearer understanding of what to do, when to do it, and where to focus your time and budget for maximum impact.

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