

Product Launch Framework

Powered by:  The Alliance

Product launch framework

1

Product overview

- Overview of project
- Targeting your preferred audience
- Positioning your product

2

Product testing

- Overview and timeline for beta testing
- Gathering beta customer feedback
- Reflecting on past projects

3

Product launch plan

- Overview of product launch
- Product launch timeline
- Key steps and tools

4

Marketing and launch tactics

- Identifying launch tactics
- Developing a marketing plan
- Lead generation
- What's your marketing budget?
- Tracking your product launch
- Developing a Go-to-Market strategy

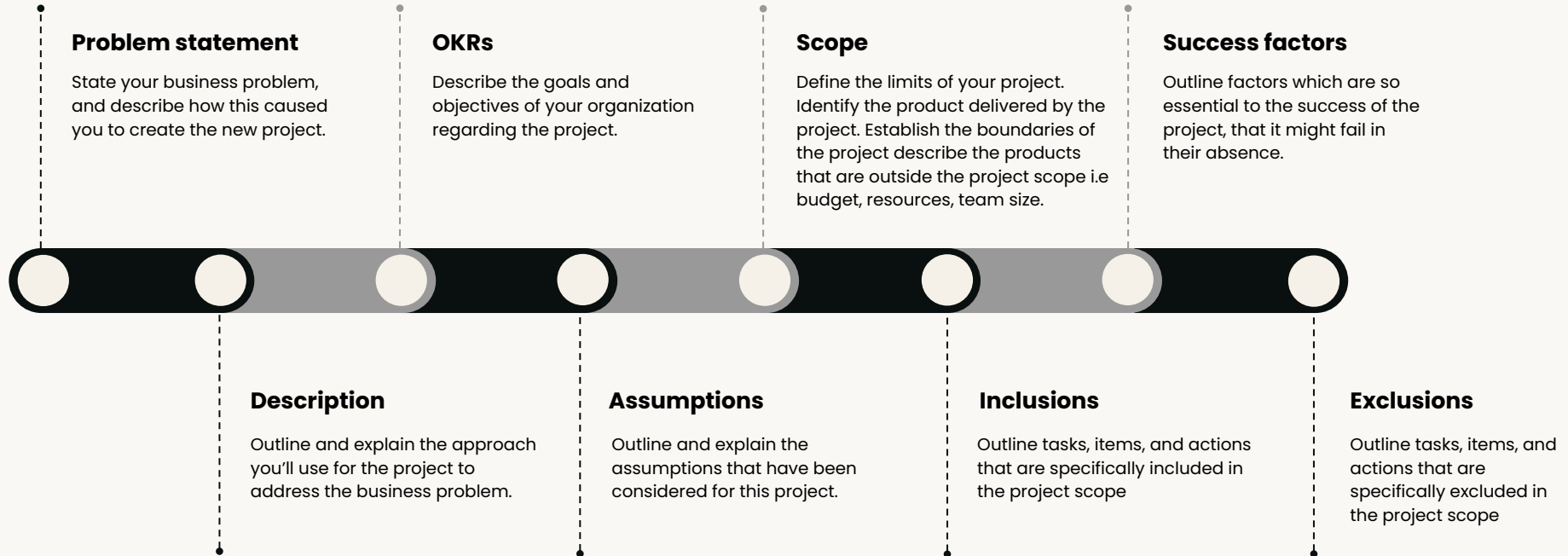
1. Product Overview

Overview of project

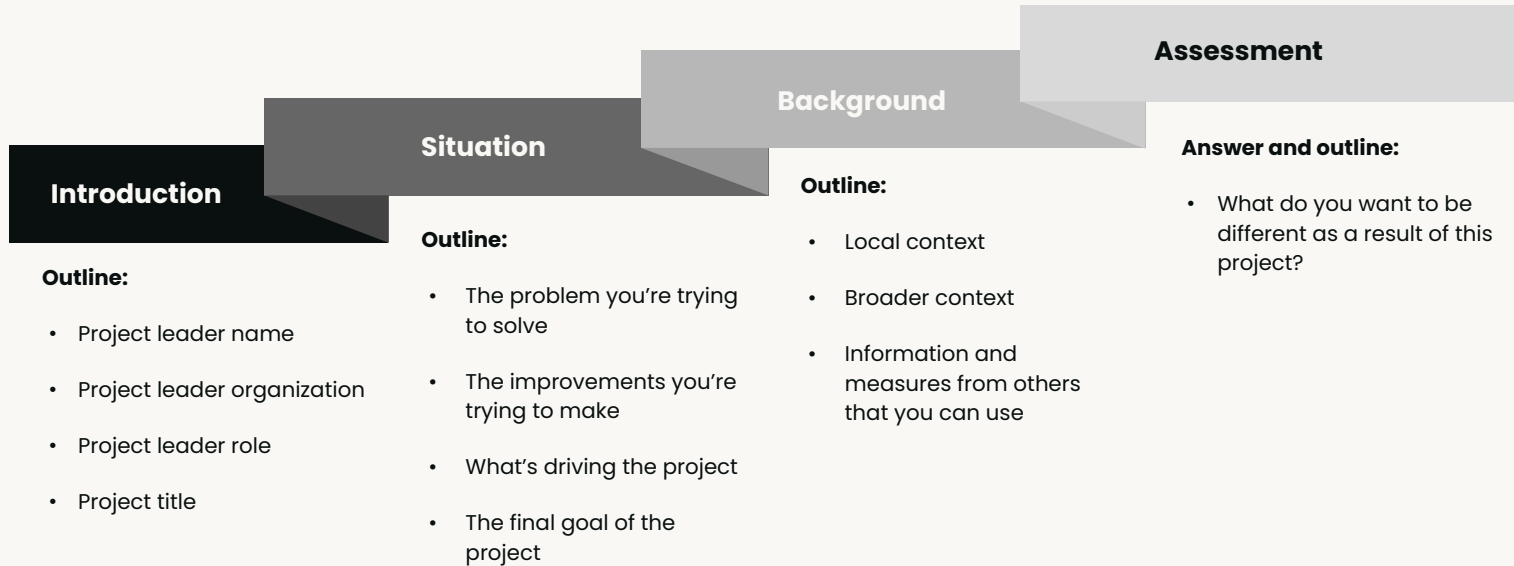
Targeting your preferred audience

Positioning your product

Overview of your project

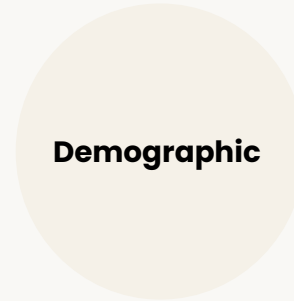


Overview of project



Audience segments to outline and consider

- Brand Loyalty
- Benefits Sought
- User Status
- Usage Rates
- Occasion
- Readiness to Buy



- Age
- Gender
- Nationality
- Ethnicity
- Occupation
- Income
- Family Size

- Region
- Country
- Population
- Climate



- Lifestyle
- Personality
- Values
- Interest

Positioning your product



Key benefits

Outline the biggest benefits that your product will bring to your target audience.



Competitive alternatives

Identify your competitors, and who your target audience would likely use if they did not use your product.



Target segment

Who is your target audience? Outline who they are based from the research you conducted before.



Market category

What market is your product currently in?



Differentiation

What sets your product apart from others on the market? Why should your target audience buy this instead of others?



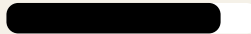



2. Product Testing

Overview and timeline for beta testing

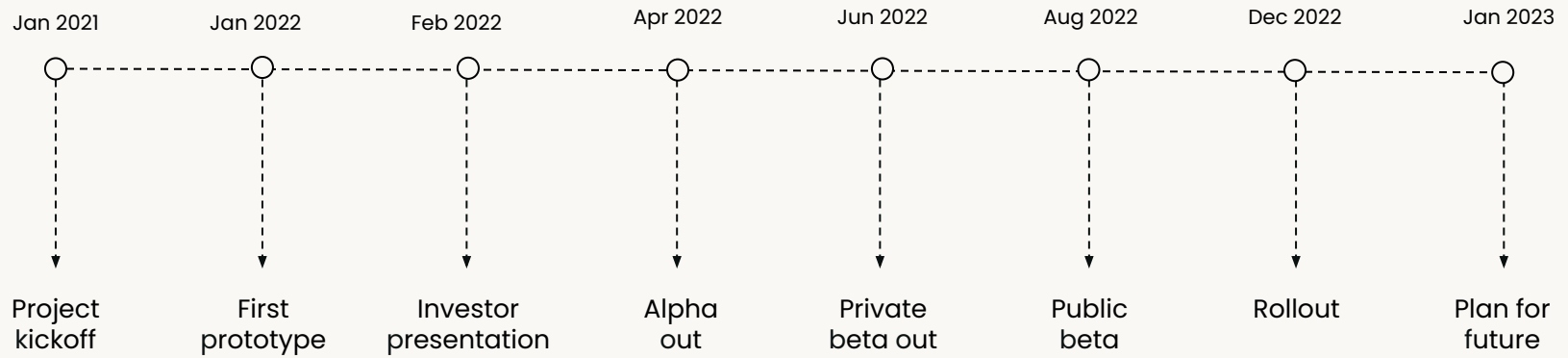
Gathering beta customer feedback

Reflecting on past projects

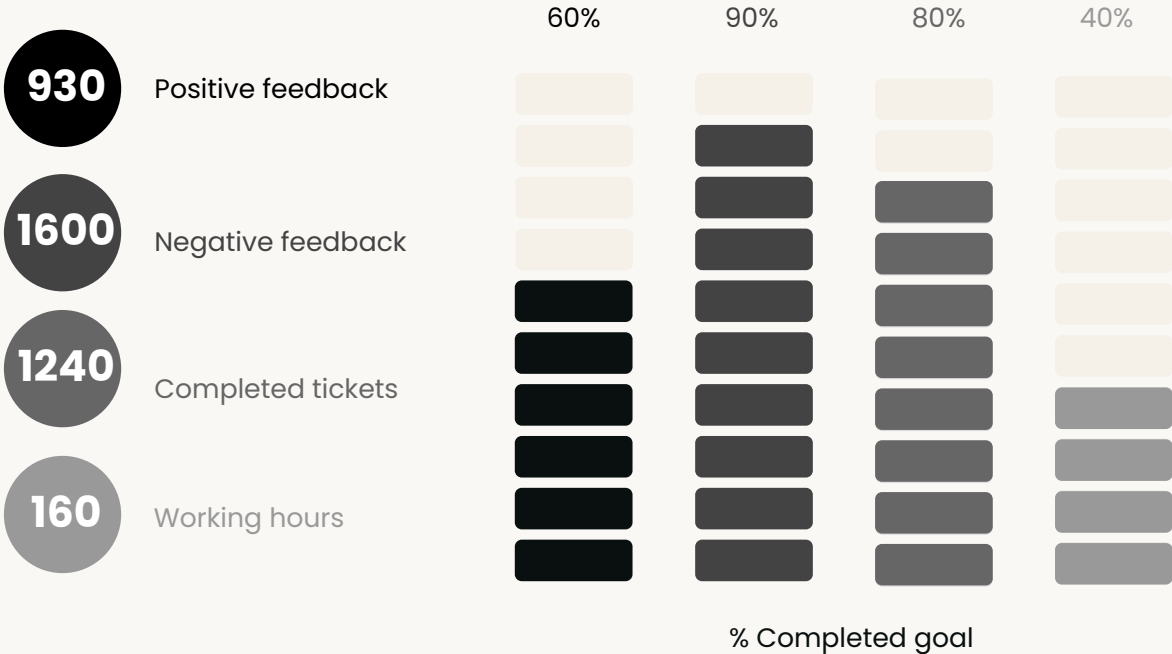
Overview for beta testing

Goals	Goal 1 e.g. high initial product quality & early customer engagement	Goal 2 e.g. early customer references and testimonials	Goal 3 e.g. generate more bookings and revenue
% Current completion	85 	45 	90 
% Anticipated completion	70 	65 	90 

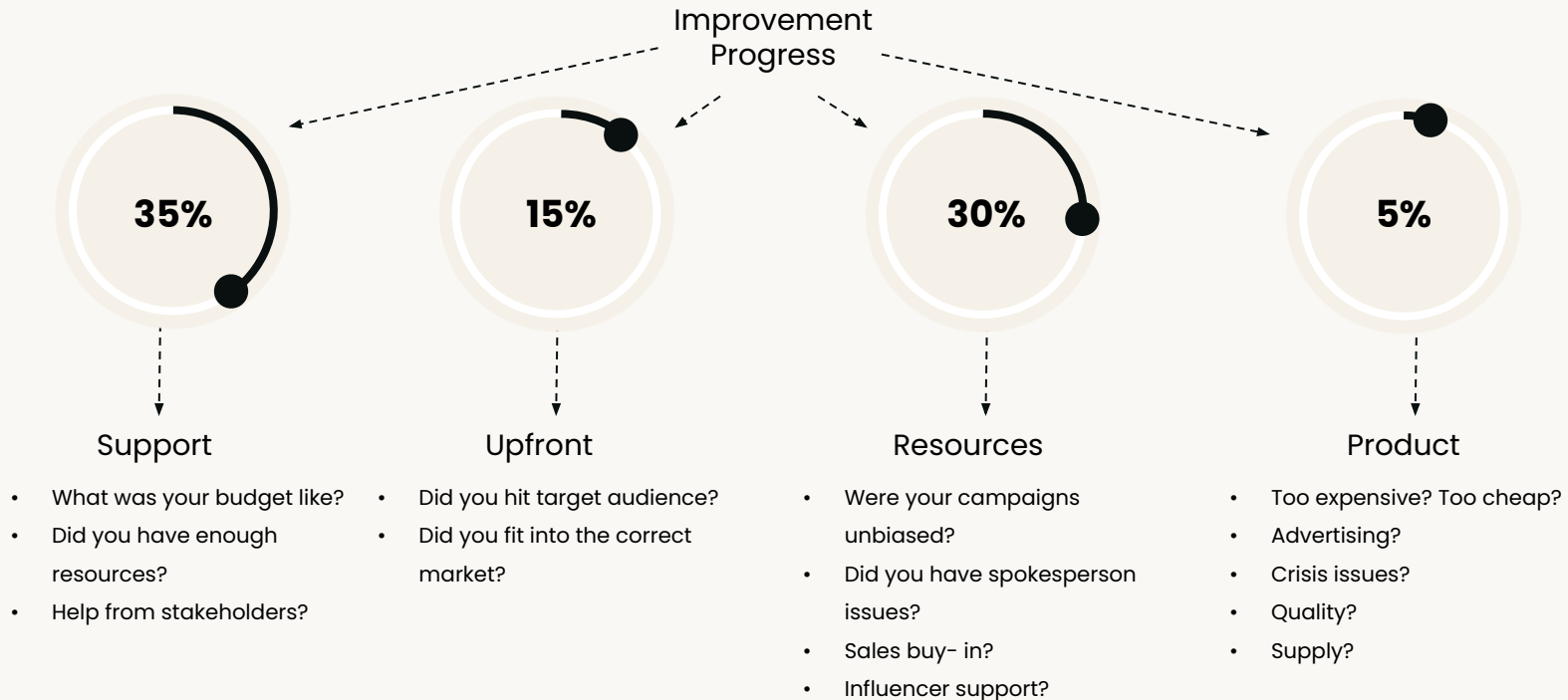
Timeline



Measuring customer feedback



Reflecting on past projects



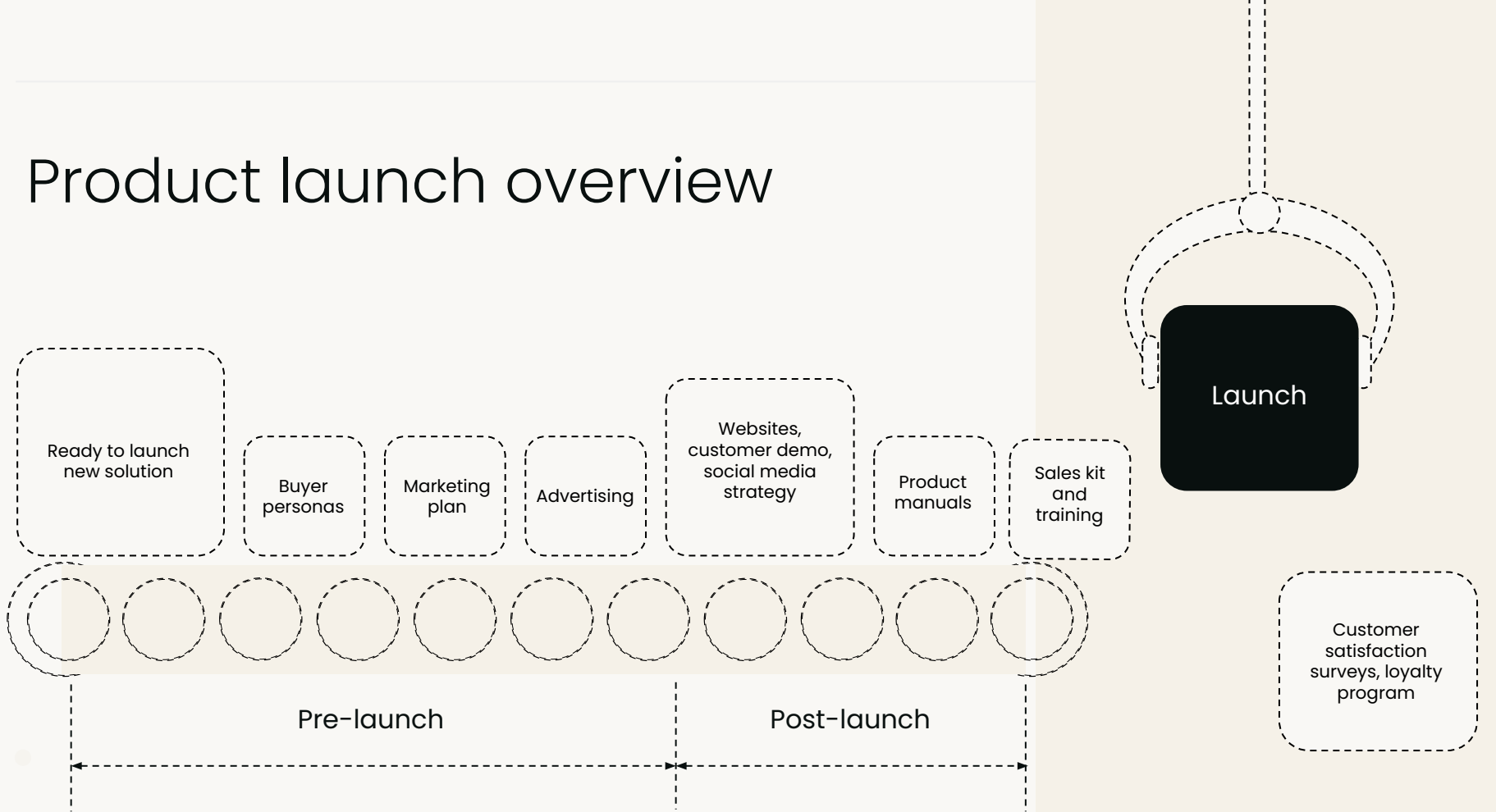
3. Product launch plan

Overview of product launch

Product launch timeline

Key steps and tools

Product launch overview



Launch timeline

May

- Product descriptions & portfolio
- Product fact sheet
- Targeting and positioning
- Usage test
- Competitor analysis

July

- Sample preparation
- Presentation
- Social media set up
- E-newsletter design
- Direct mail design
- Print design
- Promotion video
- Event staffing

September

- Launch event
- Speaking engagement
- Email announcement
- Radio commercial
- Web update
- Social media update
- Search Engine Optimization

Development

- Distribution strategy
- Pricing strategy
- Promotion strategy
- Web design
- Mobile app design

June

- Press release
- Sample deliver to channel buyers and target media
- Sales training
- Promotion and sales kit

August

Product Launch

Key steps and tools

Action	Objective	Tools
Product positioning analysis	Identify and explain your new products niche within the larger category.	<ul style="list-style-type: none">• Value proposition template• Positioning template
Campaign planning	Outline a step by step, streamlined process for taking your product to market.	<ul style="list-style-type: none">• Campaign planning template• Launch checklist
Distribution analysis	Identify the best distribution channels for taking your product to market	<ul style="list-style-type: none">• Social media guidelines• Content mapping example
Budget analysis	Allocate resources to support the new products launch: set deadlines for taking the product to market.	<ul style="list-style-type: none">• Pricing strategies

4. Marketing and launch tactics

Identifying launch tactics

Developing a marketing plan

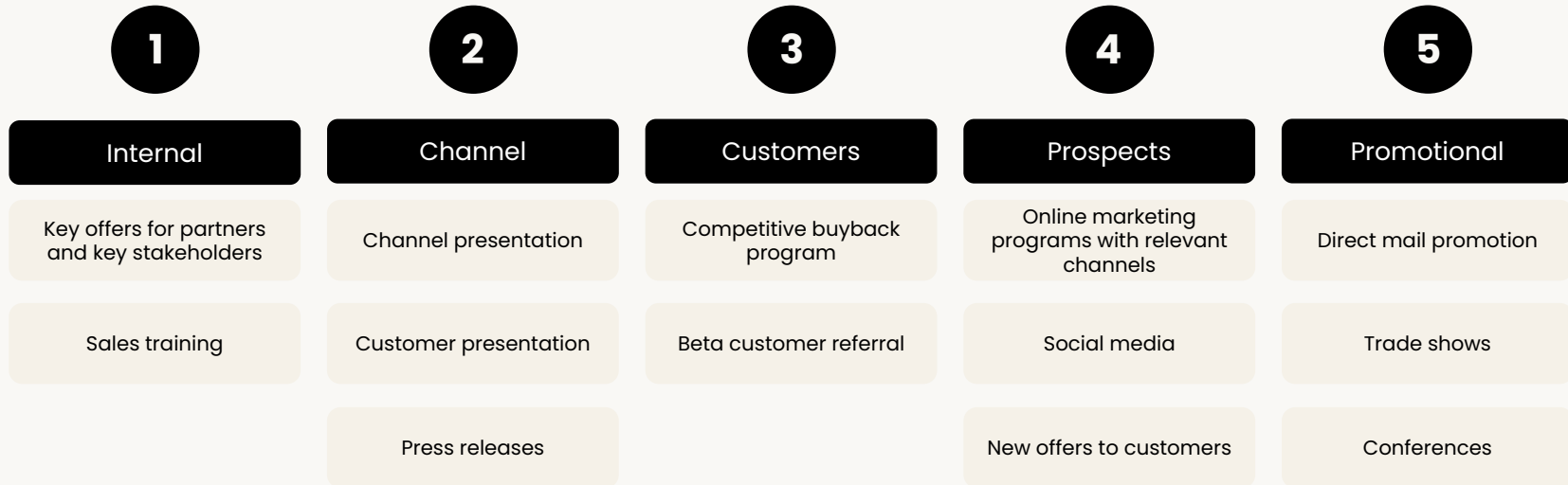
Lead generation

What's your marketing budget?

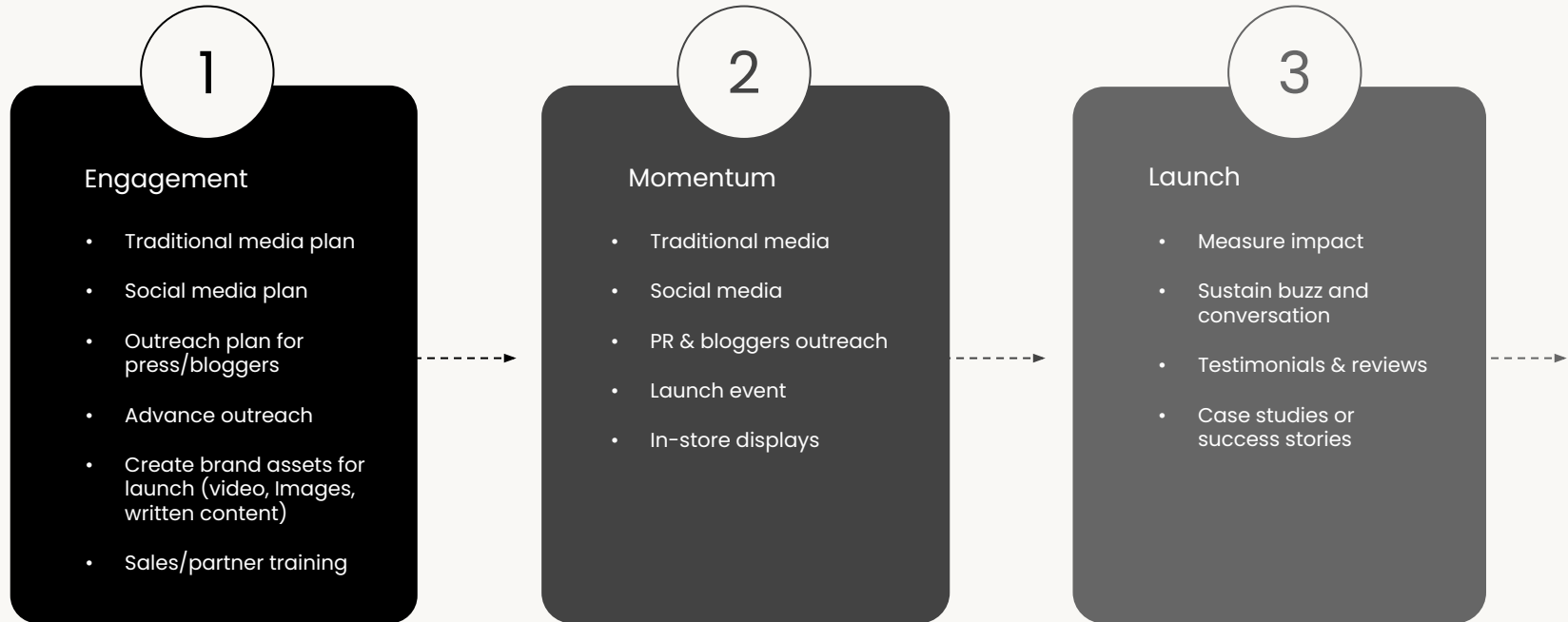
Tracking your product launch

Developing a Go-to-Market strategy

Launch tactics







Product Launch Marketing Process



Lead generation funnel



Product Launch Tracking

Area	Remarks	Status
		
		
		
		
		
		



Alarm, critical deadlines overdue
no clear actions taken



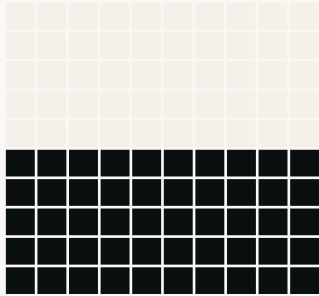
Alarm, deadlines overdue, clear &
relevant actions taken/on going



In control, running according
to objectives & timeline

Marketing budget – What you currently spend

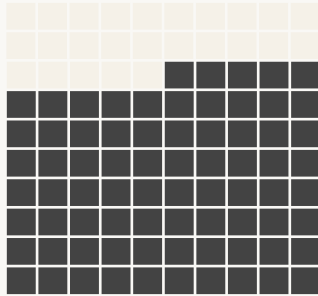
50%



Public Relations

- Sponsorships
- Press releases
- Webinars
- Conferences
- Client events

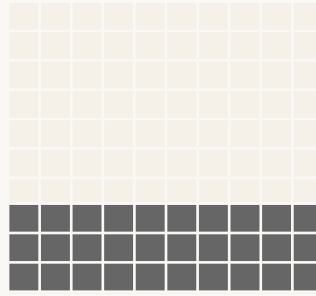
75%



Content Marketing

- Sponsored content
- Landing page
- White papers
- eBooks

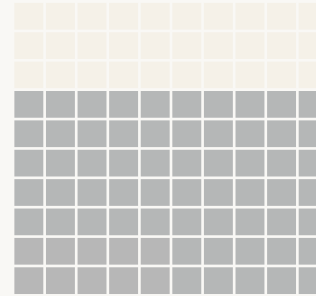
30%



Social Media

- Twitter
- Facebook
- Instagram
- LinkedIn
- TikTok

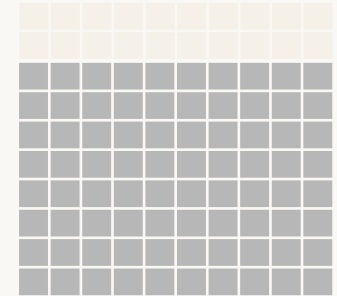
70%



Online Marketing

- Blog
- Website
- Mobile app
- Mobile alerts
- Email newsletter

80%



Advertising

- Online
- Print
- Outdoor/billboards etc
- Radio
- Television

Marketing budget – for Q1

Category	Jan	Feb	March	Q1 Totals
National Marketing				
Banner Ads				
Local Marketing				
Newspaper				
In- store marketing				
POP				
Public Relations				
Sponsorships				
Press Releases				
Webinars				
Conferences				
Client Events				
Content Marketing				
Sponsored Content				
Landing Page				
White Papers/ eBooks				
Social Media				
Twitter				
Facebook				
Pinterest				
Instagram				
google+				
LinkedIn				

Category	Jan	Feb	March	Q1 Totals
Online				
Blog				
Website				
Mobile App				
Mobile Alerts				
Email Newsletter				
Advertising				
Online				
Print				
Outdoor				
Radio				
Television				

Go-to-Market (GTM) strategy

1

What you're marketing

- Market positioning
- Key product attributes
- Price positioning
- Business model

2

Reason for adoption

- Value prop and key message for customers
- Value prop and key message for channels
- Value prop and key message for other audiences

3

Internal and external involvement

- Launch team
- Target markets
- Channel/partners
- Initial market penetration strategy

4

How should it be done

- Tools for customers
- Tools for internal audiences
- External activities