

Marketing Strategy Template : New Product Go to Market

| | Primary Target Audience | Timing | Tactics |
|---|------------------------------|---------------------------------|---|
| 1 LEARN HOW : PRE-LAUNCH TACTICS | | | |
| Content / Knowledge Share primarily | Early Adopters / Visionaries | 2-6 Months ahead of "go live" | Preview/Roadmap - Sales Training |
| | | | Site Content & Trade Submissions (challenge/solution approach) |
| | | | Keyword Integration, Onsite SEO & Social Media Seeding (challenge/solution approach) |
| Still Educational / but with More Promotion | Early Adopters / Visionaries | 0 - 2 Months ahead of "go live" | In-depth Sales Training - Product Training (market/industry/competitor updates, etc.) |
| | | | Product Preview-Industry Reviewers |
| | | | Group Customer "Preview" Webinars |
| | | | Pilot Group - free trial for testimonial/reference/case study |
| | | | Customer Updates - Newsletter, Email, Portal/Platform Messaging, Sales Talk Tracks |
| | | | Press Release on Launch |
| 2 SEE HOW : EARLY LAUNCH TACTICS | | | |
| Now Available / Fully Commercial | Early Majority / Pragmatist | 0-6 Months after "go live" | Prospect Messaging - Website Content, Landing Pages with White Paper, eBook, Webinar Downloads. Also Print & Online Promotion |
| | | | Sales Tools - Capabilities Slides, Sell Sheet, FAQ, Case Study, Testimonial, Reference Clients |
| | | | Direct & Lead Nurturing Campaigns (Email, Direct Mail, etc.) |
| 3 DON'T MISS OUT : LATE LAUNCH TACTICS | | | |
| Add-On / Upgrade / Improvements | Early Majority / Pragmatist | 6+ Months after "go live" | Renewal Campaign Focus - Marketing Automation type of product penetration messaging |
| | | | 2nd Touch Campaigns - Improvement & Enhancements |

PRODUCT LAUNCH - DELIVERABLES CHECKLIST

| | Description | Days To Complete | Start Date | Finish Date | Owner | Notes |
|----------------------------------|---|------------------|------------|-------------|-------|-------|
| Launch | Create Launch Plan | | | | | |
| | Set Pricing | | | | | |
| | Customer & Tech Support Ready | | | | | |
| PR | Story Development & Press Materials | | | | | |
| | Press & Blogger/Influencer Identification | | | | | |
| | Social Media strategy & plan | | | | | |
| | Press Release | | | | | |
| | Press call-downs / Social outreach | | | | | |
| Traffic Building | Keyword Strategy & SEO | | | | | |
| | Content Calendar & Blogging Schedule | | | | | |
| | Print Advertising (trade or lifestyle pubs) | | | | | |
| | Online Advertising (display banners) | | | | | |
| Lead Generation / Lead Nurturing | "Promotional Campaign Production, (Mail, Email, Webinar, PPC, etc.)" | | | | | |
| | Website Landing Page | | | | | |
| | Content for download developed | | | | | |
| | Webinar Planning & Record | | | | | |
| | Lead Nurturing Campaign developed | | | | | |
| | Promo Content for Lead Nurturing Emails | | | | | |
| | "Lead Generation Funnel Details Ready (List, Analytics Salesforce Management, Sales Team Followup & Feedback Loop)" | | | | | |
| Selling Tools (Collateral) | Data sheet | | | | | |
| | Presentation, Screen shots & Photos | | | | | |
| | Product demo | | | | | |
| | Reseller Kit | | | | | |
| | White Papers | | | | | |
| | Success Stories | | | | | |
| | User Manual - Welcome Pack Materials | | | | | |
| | Help System | | | | | |
| | Tutorials / Guided demos | | | | | |
| | Training for resellers | | | | | |
| Internal | Brief executives | | | | | |
| | Brief tech/sales/customer support | | | | | |
| | Marketing Analytics Dashboard ready | | | | | |
| | Lead Gen / Sales Close-Loop reporting | | | | | |
| | Run weekly launch team meeting | | | | | |