



StartupFactory go-to-market planner

Quick Tips:

- Plan roll out well in advance
- Deliver what you promise
- Get the pricing right
- Promote where customers shop
- Target your promotions
- Maximize the marcom mix
- Don't cut corners



To ensure a successful product launch, always start with the fundamentals. At first glance this seems obvious or trite, but one way to make sure that you've covered all the bases for your product launch is to revisit the fundamental principles of marketing; namely the 4 "P's". Product, Price, Place, and Promotion.

To a seasoned marketer, these basic concepts may have been supplanted by an increased focus on web strategy, channel promotions, etc. Here's a big secret—the 4 "P's" pretty much cover everything you'll require, especially when in early stage or start-up mode. In today's marketing environment some tactics and principles are given "updated" names, but by and large, effective marketing is still based on the same basic core principles.

Deliver what you promise. Make absolutely, positively sure that the product is thoroughly tested, (including some market testing with your target audience), and can deliver on the promises you make about it. That goes for reliability, performance, cost of ownership, safety, and service and support if offered. Failure to deliver as promised and your brand is off to a potentially cataclysmic start. Re-establishing credibility can be a time consuming and costly reward for incomplete preparation.

Get the pricing right. For many products, pricing is pretty straightforward. Compare your product to the competition, do the costing to make sure you are meeting margin goals, and set the price according to perceived value. Make sure you have a good grasp of your pricing elasticity as adjustments may be necessary. For less tangible products or services, one trick we discovered for doing price comparisons is to find media reviews of competitors' products. Press articles some times include price ranges for newly released products, even if the competitor doesn't list them in their own ads or published sales materials. Good market intel makes for more competitive pricing.

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“It is difficult to overemphasize the need to take every measure possible in preparing for a product launch. This is not the time for shortcuts or cutting corners; focused preparation is an indispensable step in the go-to-market process.”

Place your products or service where your customers “shop”. In your distribution plan, focus on understanding your customers and the places they go when they need a new product or service. The virtual world gives a new meaning to the concept of "place." It now means both where your customers go to find information, where they go for (and provide) opinions, and where they compare, qualify and buy online. Identify these places and make sure that you're just one click away.

Target your promotions. In the clutter of advertising and marketing communications, the shotgun approach is becoming less and less effective. One tip for promoting your new product is to identify and target the “trendsetter” type of customer—the one who has a leadership position in the market you wish to penetrate and who is constantly blogging or networking, and if satisfied, will potentially champion your service or product. Getting those people to adopt your product or service can make the difference between a continuous struggle for market share and a fast and overwhelming success.

Our product/service launch planner is meant to help schedule time, organize resource assignments, estimate task durations, and understand interdependencies. This document can help to visualize and understand the timing, dependencies and sequencing between tasks and departments.

Timeline and Marketing Checklist

The following timeline and checklist covers the key activities and deliverables related to launching a new product or service. Your particular efforts may require more or fewer items. By the time you start planning your launch, every offering must be prototyped, market tested, and at the end of their development cycle. Manufacturing, support, and other functional groups should be following their own plans and tracking with you toward a successful launch.

Use the following checklist to plan and track your product launch. List who is responsible for which tasks, identify critical dates and check off items as you make progress. Add your own activities and deliverables as needed. The following checklist items will help keep your project launch on track and contribute to a more successful effort.

StartupFactory Timeline and Marketing Checklist

Positioning	Due	Who	
* Product Name			<input type="checkbox"/>
* Descriptions (25, 50, 100 words)			<input type="checkbox"/>
* Customer Profile (demo and psychographics)			<input type="checkbox"/>
* Main Messaging Points (value proposition etc.)			<input type="checkbox"/>

Development	Due	Who	
* Product Documentation			<input type="checkbox"/>
* Alpha Test Review Feedback			<input type="checkbox"/>
* Customer Pilots (Beta)			<input type="checkbox"/>
* Release (Beta) to Production			<input type="checkbox"/>
* Final Product Release to Manufacturing			<input type="checkbox"/>
* Finished Goods in Inventory			<input type="checkbox"/>

Place	Due	Who	
* Distribution Plan			<input type="checkbox"/>
* Channel Selection			<input type="checkbox"/>
* Channel Promotion and Rollout			<input type="checkbox"/>

Price	Due	Who	
* Competitive Analysis & Pricing			<input type="checkbox"/>
* Pricing Determination and Sign-off			<input type="checkbox"/>
* Price Sheets			<input type="checkbox"/>
* Introductory or Promotional Pricing			<input type="checkbox"/>

Promotion	Due	Who	
* Frequently Asked Question Sheet (FAQ)			<input type="checkbox"/>
* Customer Stories and Testimonials			<input type="checkbox"/>
* Presentation (PPT) With Script			<input type="checkbox"/>
* ROI Calculator			<input type="checkbox"/>
* Product Comparison Matrix			<input type="checkbox"/>

Sales and Technical Training	Due	Who
* Sales Guide Review		
* Sales Demo Training		

Collateral Materials	Due	Who
* Product or Service Brochures		
* Technical Overview		
* Product-specific Data Sheets		
* White Papers or Case Studies		
* Articles & Reprints		

Promotion - PR	Due	Who
* Press and Analyst Lists		
* Pitch Press & Analysts		
* Plan and Deploy Analyst & Press Tours		
* Company Backgrounder & Press Kit		
* Press and Product Releases		
* Product and Publicity Photos		
* Technical Papers & Speaking Engagements		

Lead Generation	Due	Who
* Introductory Pricing & Special Offers		
* Direct & Email Campaigns		
* Trade Shows		
* Print and Web Advertising Placements		
* Seminars		
* Web Site Update		

**Questions, comments, need help planning a successful product introduction?
Contact us: robert@startupfactory.biz • www.startupfactory.biz**

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