

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					