

Launch Plan TEMPLATE – MAJOR PRODUCT

(product codename)

(author)

(document version)

(document overview)

THE LAUNCH PLAN

What is a Launch Plan?

A Launch Plan is the strategy and tactics of creating demand for a product. It's detailed information that Sales, Marketing, International, Creative Services, Tech Support, and Customer Service, and the Web team need to market and sell the product. This is a communications document that contains the copy, the messages, the deliverables, and the who is responsible for what of a product launch. It has information that Sales needs to sell, Creative Services needs to create, and Marketers need to market. Remember that this is a global document so that international must be reflected in every aspect of your launch.

What is a Good Launch Plan?

The Launch Plan is done early, contains clear effective messaging, and divides the labor for a launch.

Who is the Launch Plan for?

Sales, Marketing, Customer Service, Tech Support, and International, and the Web team.

A Launch Plan must address:

- Positioning
- Naming
- Key Messages
- Copy Blocks
- Top Ten reasons to buy and upgrade
- Who buys what
- Forecast
- Sales plan

Why do a Launch Plan?

To make the business successful and to communicate the messages to the market. The goal is a consistent and powerful message to the company and the market.

When should the Launch Plan be done?

The plan should be complete and available 100 Days before announce.

When is a Launch Plan finished?

When the necessary details are done, accurate, and in the plan. There can be a few versions, but the plan should fix about 100 days before announce. Some elements (like the launch fundamentals) must be started 120 days before and be fixed 90 days before announce.

TABLE OF CONTENTS

EXECUTIVE SUMMARY/LAUNCH FUNDAMENTALS

Release Name

(Full product name as it will appear in all print communications, include all elements like bundles, players)

Tag line

(As it appears on the box)

3 Core Messages

(Statements that define the essence of the release – it is easier for everyone to remember these if you can use 3 strong, unique words that appear in each statement about the product.)

Pricing

- (Upgrades, bundles, new user, educational)

Product Availability and Announce Dates

- (E RTM)
- (Electronic-FCS – from online store team)
- (English boxed FCS – from Ops)
- (Int'l FCS – from Ops)
- Announce Date
- Include Players or associated projects like Dreamweaver Exchange

Target Customers

(Short reference, further definition later in the document)

Platforms and Packaging

(Availability on what platforms, are there any major bundles)

Revenue Goals

(Summary of recent actuals and forecasts for next version, units and revenue, by product line totals)

PRODUCT OVERVIEW – Upgrade Customers

This is a one page summary for everyone who needs to understand the release in a quick glance. It will be reused in the reviewers guide, distributed at sales trainings, used to help define the website content and guide presentations. There are 2 versions, one for new users and one for upgrade customers.

Positioning Statement

(Lead with 25 word positioning statement – the overview of the product.)

Product Tagline		
Word 1	Word 2	Word 3
3 Core words	Note: The words used are not the messages, they simply serve as reminders so that presenters are sure to cover the core concepts.	
Message to UPGRADE customers why this word is relevant.	Information must be newsworthy, focused and targeted at upgrade customers – tell them something they don't know!	
<ul style="list-style-type: none"> List of features that back up the statement made about 	<ul style="list-style-type: none"> Each of these features will appear in part of the reasons to upgrade below 	<ul style="list-style-type: none"> These will be reused in the feature tour on the web.

Top 10 reasons to upgrade

1. List each reason to upgrade and support it with benefits to the customer. Think of the feature, the advantage, and the benefit.
 - a. What: the feature, what addition to the product makes the end result possible
 - b. How: the advantage, why is the process faster or easier
 - c. Why: the benefit, the business reason that a customer would use this, the end result.
2. Reason #2, etc...
3. Put them in priority order!

PRODUCT OVERVIEW – New Customers

This is a one page summary for everyone who needs to understand the release in a quick glance. It will be reused in the reviewers guide, distributed at sales trainings, used to help define the website content and guide presentations. There are 2 versions, one for new users and one for upgrade customers.

Positioning Statement

(Lead with 25 word positioning statement – the overview of the product.)

Product Tagline		
Word 1	Word 2	Word 3
3 Core words Same words as upgrade customers, just with high level definitions.	Note: The words used are not the messages, they simply serve as reminders so that we are sure to cover the core concepts	
Message this time is to NEW customers.	Assume they know NOTHING about the product.	
<ul style="list-style-type: none">List of features that back up the statements made	<ul style="list-style-type: none">This major feature list will go back to the first version of your product, and state its core competencies.	<ul style="list-style-type: none">

Top 10 reasons to buy

1. This list will use a mix of new and old features...you want to communicate the best about your product.
2. List each reason to upgrade and support it with benefits to the customer. Think of the feature, the advantage, and the benefit.
 - a. What: the feature, what addition to the product makes the end result possible
 - b. How: the advantage, why is the process faster or easier
 - c. Why: the benefit, the business reason that a customer would use this, the end result.
3. Reason #2, etc...
4. Put them in priority order

Target Customers

(Build on your information from the MRD. You include the target customers here to focus the tone and targeted the messaging in your marketing communications. Include the person, their “pain” or problem, and how that problem is solved with this new release.)

Primary Target

Secondary Target

Vertical Focus

(Your product is likely to excel in certain industries or with certain uses, document why it is applicable, cite showcase examples where possible. Knowing this information will guide you toward unique marketing opportunities or partnerships)

Usage

Example: Director usage – Corporate presentations, merchandising web sites, games and entertainment

Verticals

Example: Generator verticals – news and information, financial services, advertising, ecommerce

Product Positioning

Problem Statement

25 Word Description

Word descriptions are used by the channel in catalogs, seminar descriptions, marketing collateral, etc.

50 Word Description

100 Word Description

Company Product Positioning

(How does your product fit into the company’s offering, how likely are your customers to buy another product with yours? Any bundles? are there cross product marketing opportunities? Does the sales force need help to differentiate one product from another? Do you want mention in the other products newsletters? Are there technology additions?

Product	Fit with your product	*

* Indicates high level of cross product interest

Detailed Features and Benefits

Include a complete list of the features in the product with associated benefits. Include the “answered wishes”.

Marketing Plan

Overview

(Give a summary of all demand generation activities, when they will occur and where the various assets or events can be found. This table can be dropped into your quarterly Sales meeting presentations)

Mar/Com deliverables schedule

<u>What</u>	<u>When</u>	<u>Where</u>	<u>Who</u>
Print Advertising		List where the deliverable can be found	
Online Media banners			
Direct email			
Direct Mail			
Launch Event			
ALW Seminar focus			
Hands on Training			
One-to-One campaigns		Macromedia Edge announcement	

Advertising Strategy – Print

Objectives
Media Plan
Timeline
Creative Brief

Banner/Online Strategy

In most cases, Banners are used to drive trial downloads of the product first, and generate product availability awareness when the product ships. Banners can be timed with Announce or more often, with ship.

Objectives
Media Plan
Timeline
Creative Brief

One to One Marketing

(How will you leverage 1:1 marketing? What are the news items and information for newsletters, email campaigns, company magazines, how will you cross sell to other customer base? What customer segments are you targeting? What offers will you be making. Include objectives, plan, and timeline especially between announce and ship, and the timeline. Remember that 1:1 are International and that you will most likely be driving business to the online store as well as a distributor. International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.)

Web Team/Web Site

(What are the objectives for the web site? Are their promotion pages? Workflow Pages? Are there changes to the home page? Who is delivering the copy and offers to the web team? What is the timeline? Develop this in concert with the web team. Because the web site goes live at announce, this becomes a focus of the launch.)

Direct Mail

(Direct mail is primarily used to sell upgrades and need to clearly indicate that it's an upgrade (on the outside of the envelope) and is a "flying Datasheet" that includes features and benefits for

upgraders. Remember that International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.

Objective

Plan

Timeline (street dates)

Creative Brief

Mail Order Launch Plan

(Detail the elements needed for mailorder. Note that Mailorder has a 90 day lead time, so that box shots, copy, etcetera have to be to the Mail Order group very far in advance.)

Launch Event

Objectives

Plan

Timeline

Seminar plan

Objectives

Plan

Timeline

Press Plan

Detail the Objectives for your press plan. Cover announce release, ship release, and partner plan. Detail Objectives and timeline for each Press deliverables. For example: Does the press release promote the studio or the standalone? Is it one release or two? Do you have partner releases? Who would you like quoted in each release? Remember that International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.

Milestone	Date	Who
Reviewers Guide		
Press Schedule due		
West Coast Tour		
East Coast Tour		
European Tour		
Asian Tour		
Press Release/ Announce date		

(Note: The Reviewers Guide is the longest lead of the marketing deliverables and one of the most important. It needs to be completed in a timely manner b/c so many other deliverables come from the work that goes into the Reviewer's Guide. Work with PM to complete this deliverable.)

International Marketing Plan

Europe

(Details relevant to Launch in this territory)

Japan

(Details relevant to Launch in this territory)

Asia Pacific

(Details relevant to Launch in this territory)

Sales Plan

Overview

(Give a general overview of the strategic objectives sales plan. Example: Move users to the DW/FW Studio)

Launch Quarter Forecast by Channel

(Detail the unit and dollar forecast for the shipping quarter by channel)

Free Upgrade Policy

(Detail the free upgrade window. Note company policy is to communicate Free Upgrades are available from announce to 30 days after FCS. In many cases, customers who buy 15 days before announce (outside of the official window) ask for a free upgrade. These customers should be referred to customer service. Work with Finance to forecast the Free Upgrades reserve. Make sure you have coordinated with international.)

Selling tips

(List out the tips that will help sales be successful. These include likely cross-sells, promotional opportunities, hot tactics, etc.)

Customers

(Give some examples of high profile customers here. Draw from existing case studies provided by tech marketing and add in Beta customers as well.)

Training/Communications Schedule

(Document the internal communications plan for the company, do you send out messages at beta milestones? Who gets trained when? Remember that International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.)

Who	When	Who Trains
Modus		
Technical Support		
North America Sales		
SE's		
Europe		
Asia		
Customer Service		
Channel Partners (?)		

Sales Tools

(Give a summary of all sales tools, when and where they will be available. This table can be dropped into your quarterly Sales meeting presentations. Use the in depth description areas below to detail any unique information about the assets. Develop this in concert with sales – make sure you are delivering what they need and that you have a clear idea of who is delivering what and when)

What	When	Where	Who
Copy Blocks			
Reviewers Guide			
Box Shots			
4 Page Data Sheet			
Quick Tour			
"Explore" CD			

Demo Files w/ Script			
Presentation w/ Script			
Gallery update			
Case Study			
Showcase content			

4 Page Data Sheet

(Text for the data sheet can easily be pulled from the 1 page overview and reviewers guide. Work with Localization to get this into the localization queue for territories)

Quick Tour

(Focused at new users, this is a “how to” step by step self running tour of the product, see)

“Explore” CD

(Focused at upgrade customers, shows off the new features of a product, see Director 8 for example)

Demo Files w/ Script

(Detail the plan, the location of the resources, the availability of the demo files)

Presentation w/ Script

Presentations are done in a standard format, and include the 3 core messages, customer success stories, etc.

Case Study

(Describe the objectives for the gallery update to give Tech Marketing guidance. Include some leads or examples here.

Showcase content

(Work with your key customers during beta to be able to point customers to real world examples at launch)

Whitepaper content

(What are the trends or technology uses that will be explored through a whitepaper. Describe the objectives, the writers and the availability and desired uses.)

E-commerce plan

ESD Overview

(This is a quick, high level look at ESD. Include when, and what types: try before you buy, buy only, hard goods fulfillment, price. A complete ESD plan with Skus, wrap technology, testing dates, file sizes and bundling information should be completed for your Product Plan. In particular, pay attention to the timing of the ESD availability relative to your boxed product. Remember that International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.

Online Store

(Detail the plans and promotions on the online store. Look for cross sells, promotional opportunities, and the like. Remember that International will want to leverage your efforts here so make sure you are in contact with the international offices and coordinators.

Online Response Plan

(In the weeks surrounding a launch and a ship, customers become very active on the online forums. Detail who is responsible for monitoring and posting to the online forums. Involve the dev and QA teams in this. Will you need a contractor to post replies during the launch period?)

Tech Support Issues

(Detail out the plan for Tech Support. Are there any risk areas? Are there any messages Tech Support should have on the day of announce. Work with Ed Krimen to leverage the tech support group.

Customer Service

(Detail any customer service issues here. Is there a version of the product in the studio that is not getting upgraded? What is likely to generate customer calls?

Strategic Partners

(Do you have any marketing partners, are there any 3 party books being written? How can you involve Biz Dev in your launch)

FAQ

(Ask and answer Frequently asked questions for end users here. This should be ready to be included directly on the web site)

Competition

(List out your competition here and your key advantages over them. This should come from the MRD and be slightly updated.

Competitor One

(Detail here)

Competitor Two

(Detail here)

Kill Sheet

(table with features compared to competitive products)

Appendices

Quotes

List customer and beta quotes for PR

Marketing Budget

Attach a spreadsheet with your budget areas and amounts. Get your POs written early and signed off.