



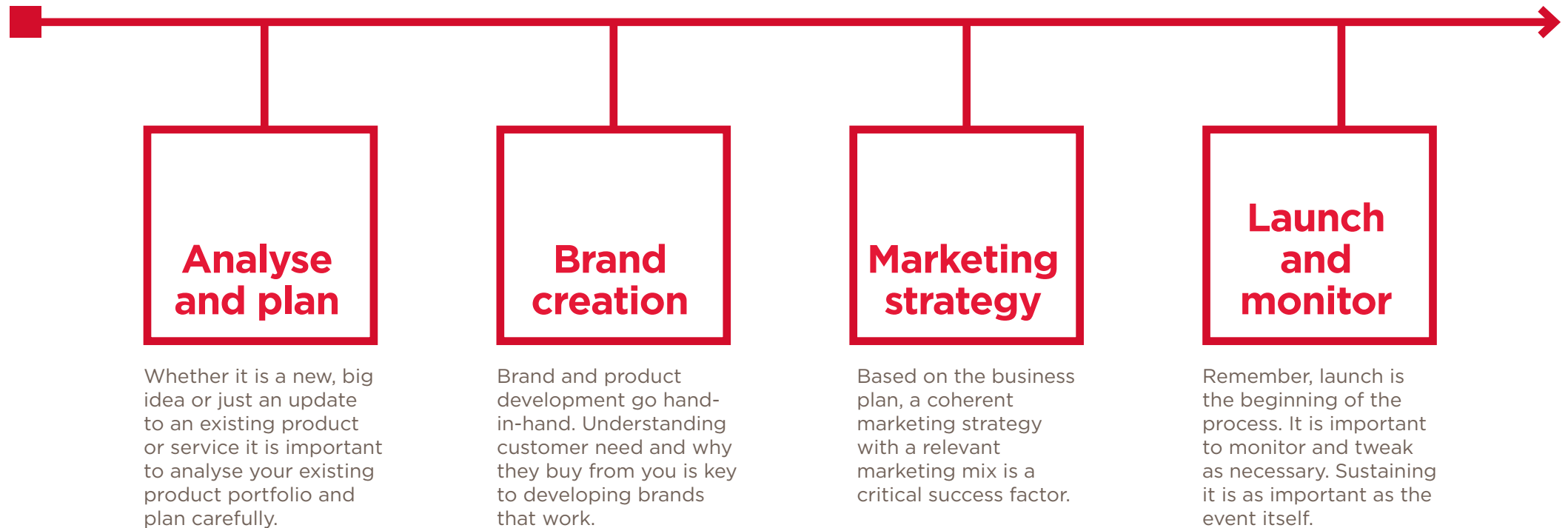
Product **LaunchPad**

The easy to use product launch toolkit for SMEs



Cohesion Marketing by Design

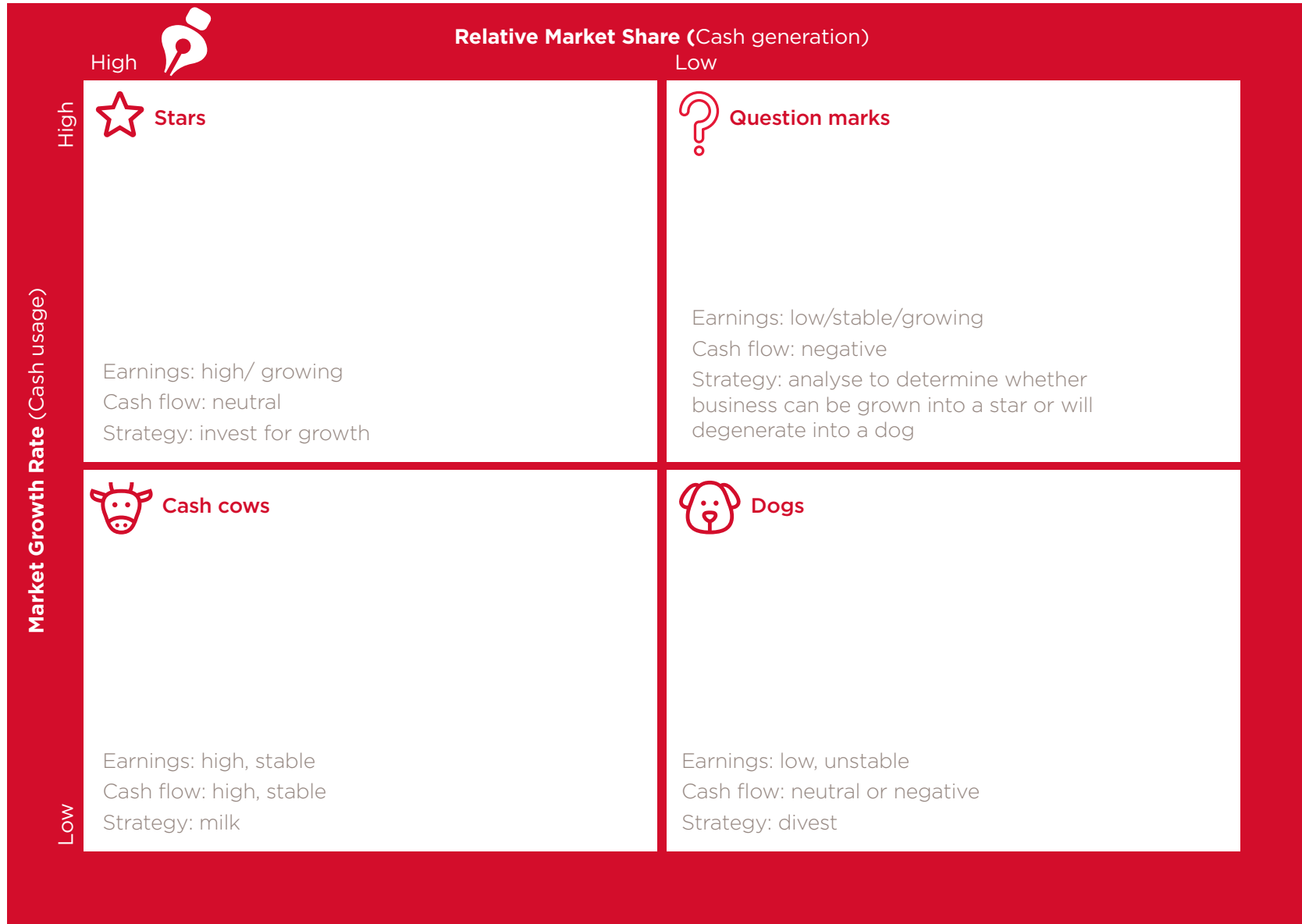
Product launch process



It doesn't really matter which tools or frameworks you deploy, the important factor is that the critical planning and thinking is carried out to ensure a successful launch and to secure good return.

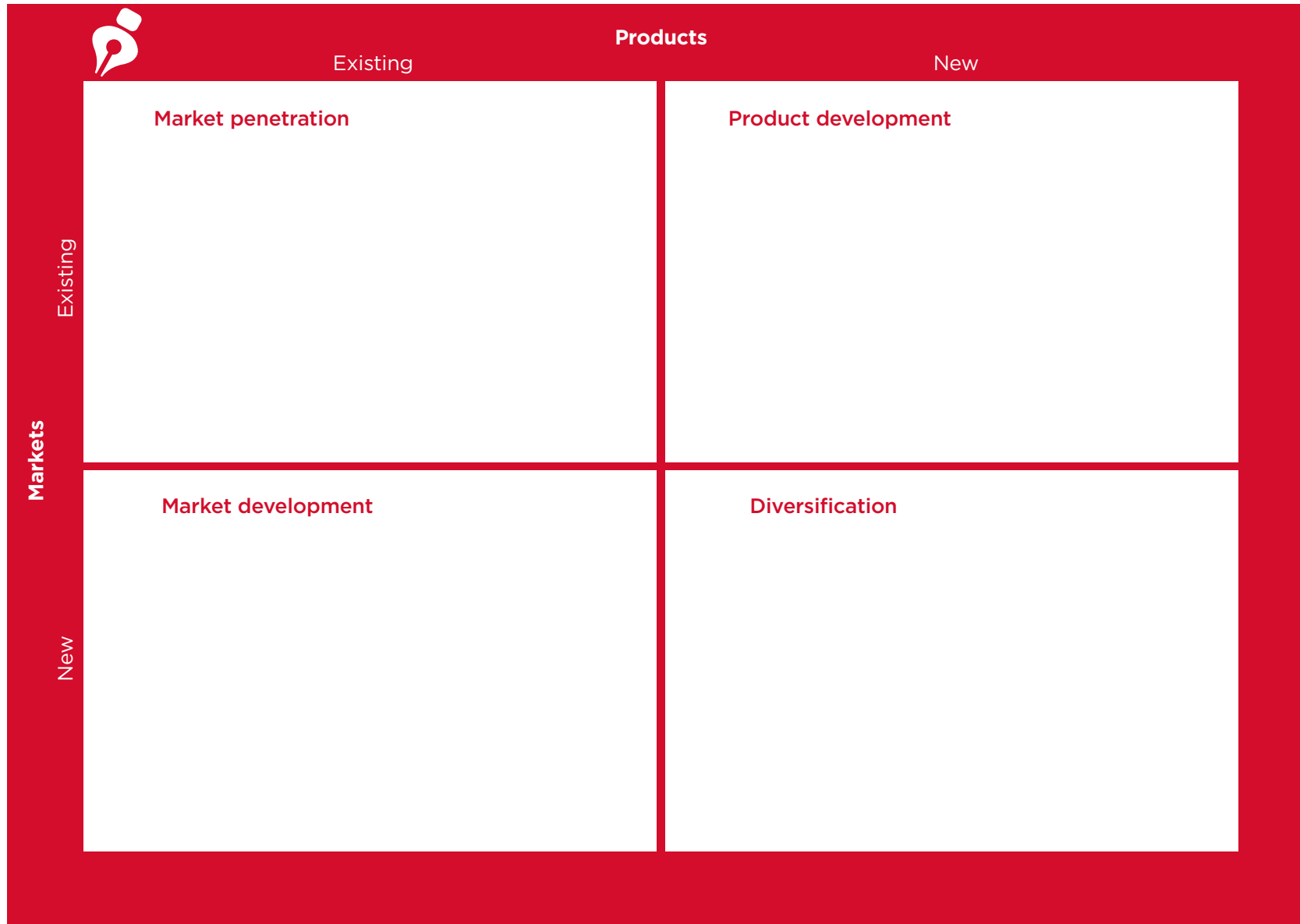
**Analyse, research
and planning.**

Growth share matrix



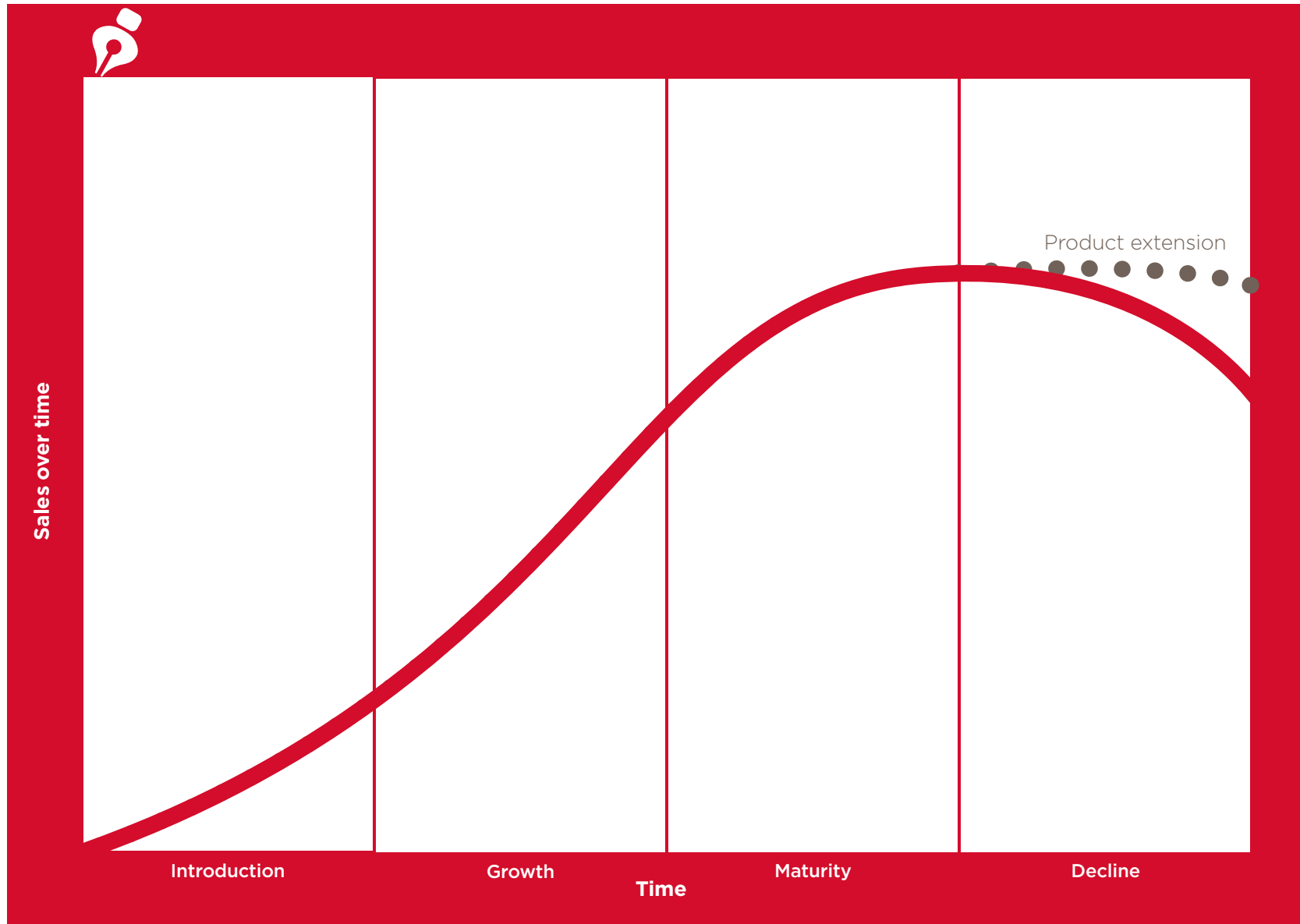
Use this tool to evaluate your product portfolio

Product/market matrix



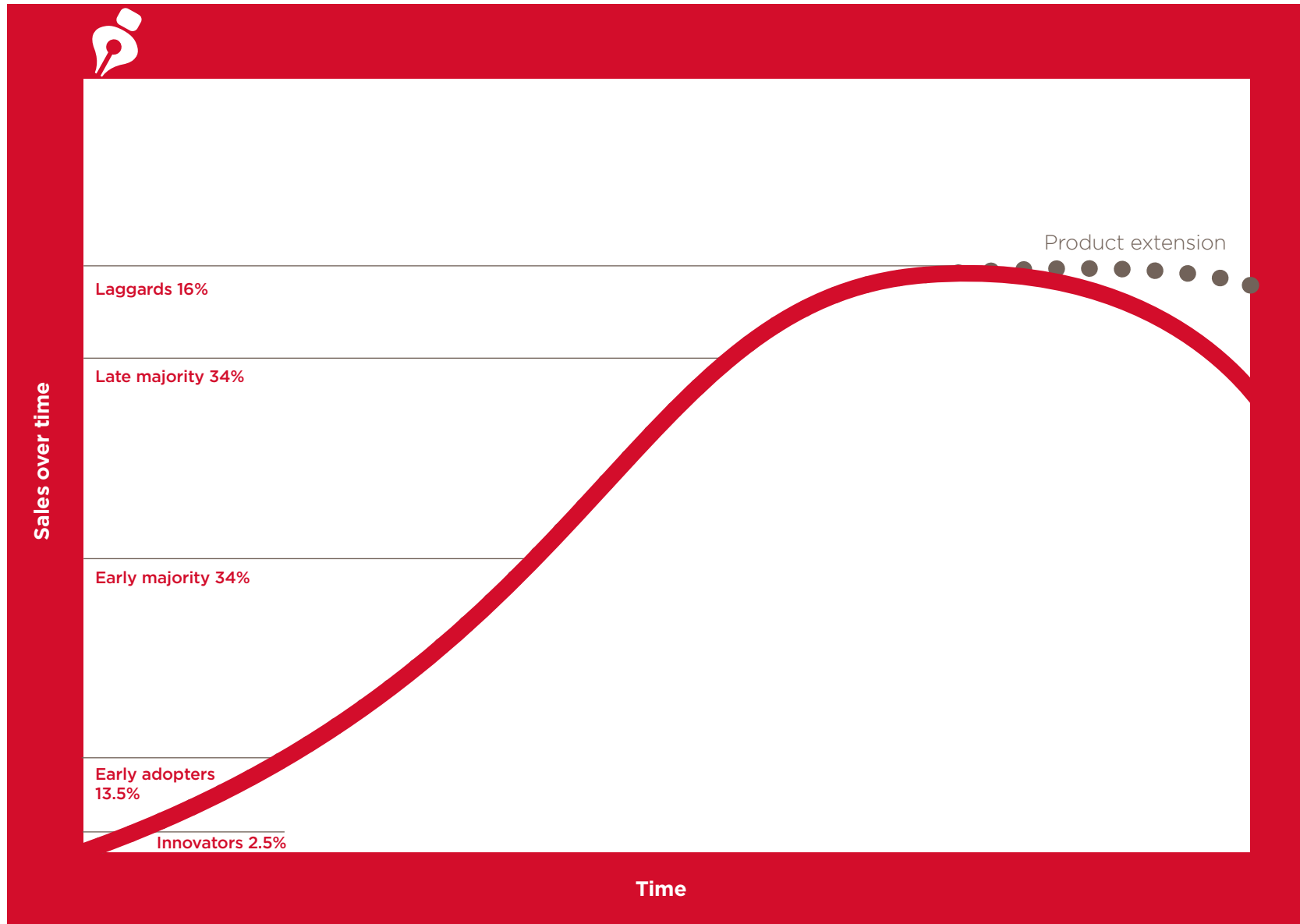
Use this tool to agree and communicate the objectives of your product(s) and inform marketing plans and activities

Product lifecycle

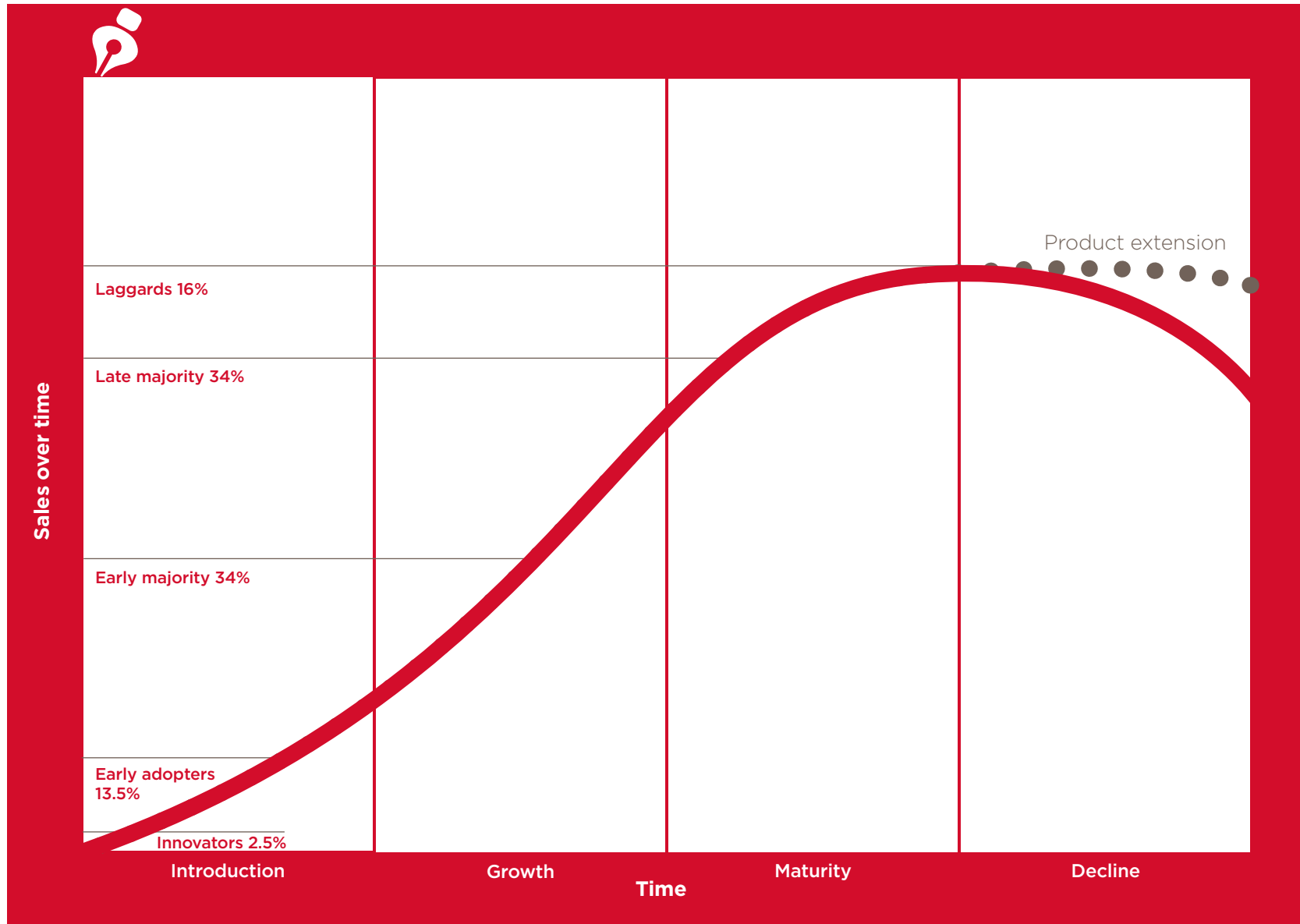


A graphical tool for analysing the return of your existing product portfolio

Target market penetration

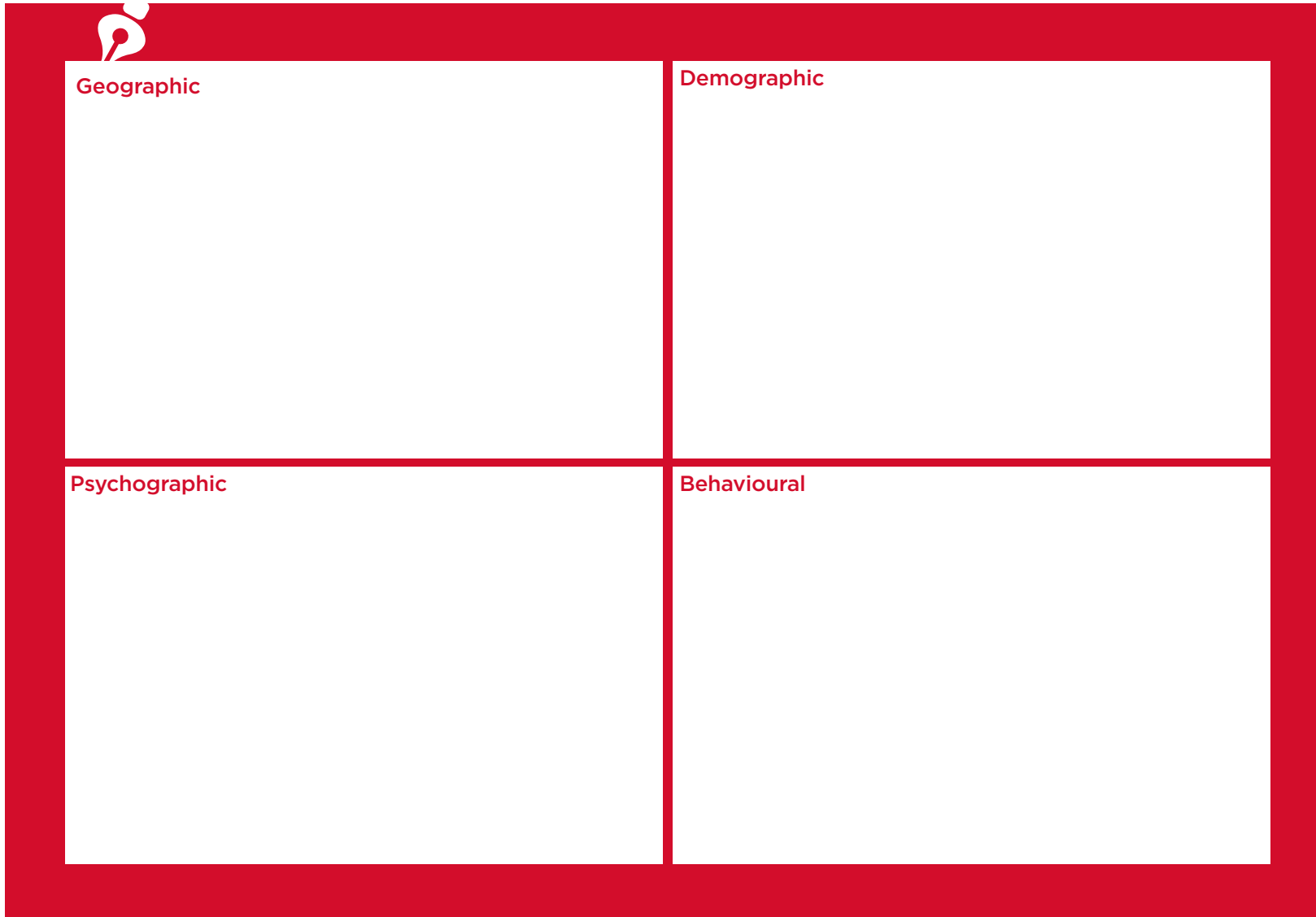



Product lifecycle and target market penetration



Combine these tools to inform the profile of customer to sell to by lifecycle stage

Segmentation, targeting and positioning



 <p>Geographic</p>	<p>Demographic</p>
<p>Psychographic</p>	<p>Behavioural</p>

Use this tool to segment your market and then analyse the segments to target by:

- Size and growth
- Attractiveness
- Company objectives and resources

Select your target market segments considering:

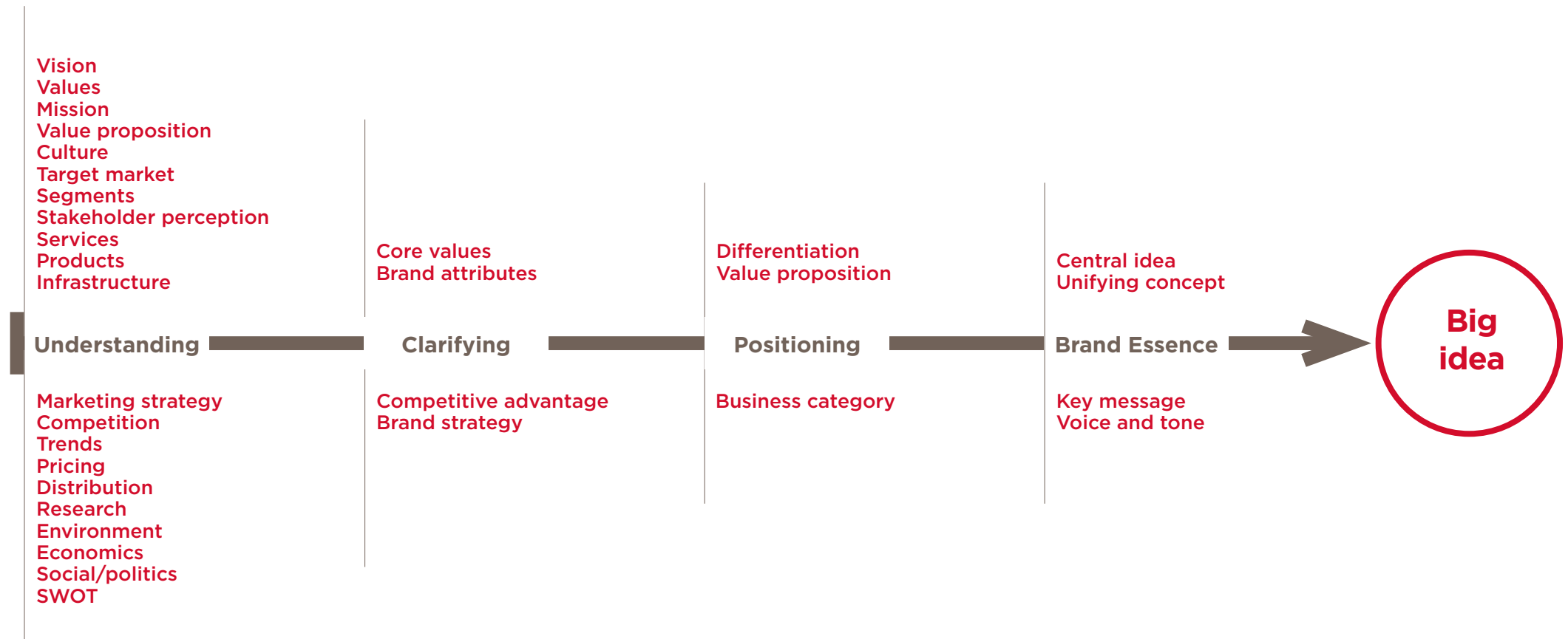
- Undifferentiated or mass marketing
- Differentiated marketing
- Micro marketing

Once your market is divided into manageable categories, develop positioning for each category.

Create your brand.

Meaning: brand/product positioning

The best brands stand for something - a big idea, a strategic position, a defined set of values, a voice that stands apart. This is the organisational focal point around which strategy, behaviour, actions and communications are aligned. The narrower the focus, the stronger the brand.



Use this tool as a framework for developing your positioning and communicating your BIG idea. This is the process by which you create an image of the product or service in the mind of the target market.

Onliness statement

Your unique selling/value proposition

This tool will help you verbalise the positioning of your brand

- What: the only (category)**
- How: that (differentiation characteristic)**
- Who: for (customer)**
- Where: in (market geography)**
- Why: who (customer need statement)**
- When: during (underlying trend)**

What 

How

Who

Where

Why

When

Brand values

Internal
These form part of the planned identity

External
These are how the brand is seen by consumers



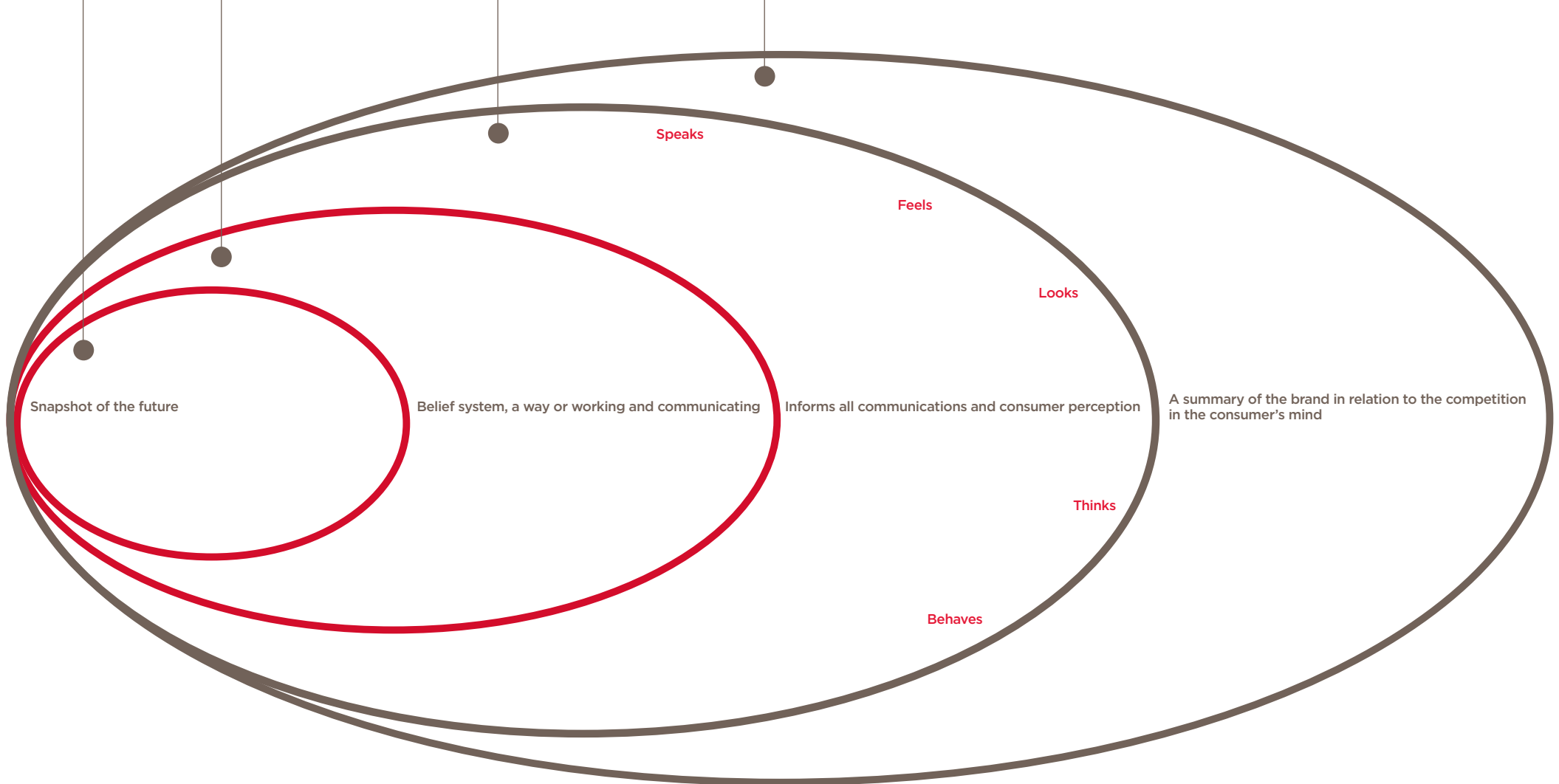
Vision
a snapshot of the future

Values
a belief system, a way of working and communicating

Personality
informs all communications and consumer perception

Positioning
a summary of the brand in relation to the competition in the consumer's mind

Use this tool to define your brand values.



Plan the customer journey

Externally, a coherent brand is the foundation to develop customer trust and loyalty.

Use this tool to plot the encounters your customers have with your brand from pre-sale to post-sale.



Plan the employee journey

Internally, a coherent brand is the foundation for a culture that supports innovation

Use this tool to plot the experience your employees have with your brand from pre-employment to post-employment.



Plan your marketing.

Marketing process



Define your strategy

Objectives

What are the business objectives?
How will marketing activity help achieve this?

Story

What are the key message(s) that you want to communicate and why?

Audience

Who is the audience?
What data is available?

Timetable

What are the timescales and how fixed or flexible are they and why?

Product/service

Are current capabilities actively promoted?
What are our benefits and differentiators?

Product launches and enhancements

What launches/enhancements are in progress?
What future opportunities might exist?

Competitors

Are there any competitor actions you should be aware of (e.g. improved product/service capability/increased marketing activity)? How can we counter this?

Brief your requirements

Marketing brief

Using the points above, create a brief for internal and/or external use. This document will help ensure you have a comprehensive plan for the campaign and measure its success.

Plan the delivery

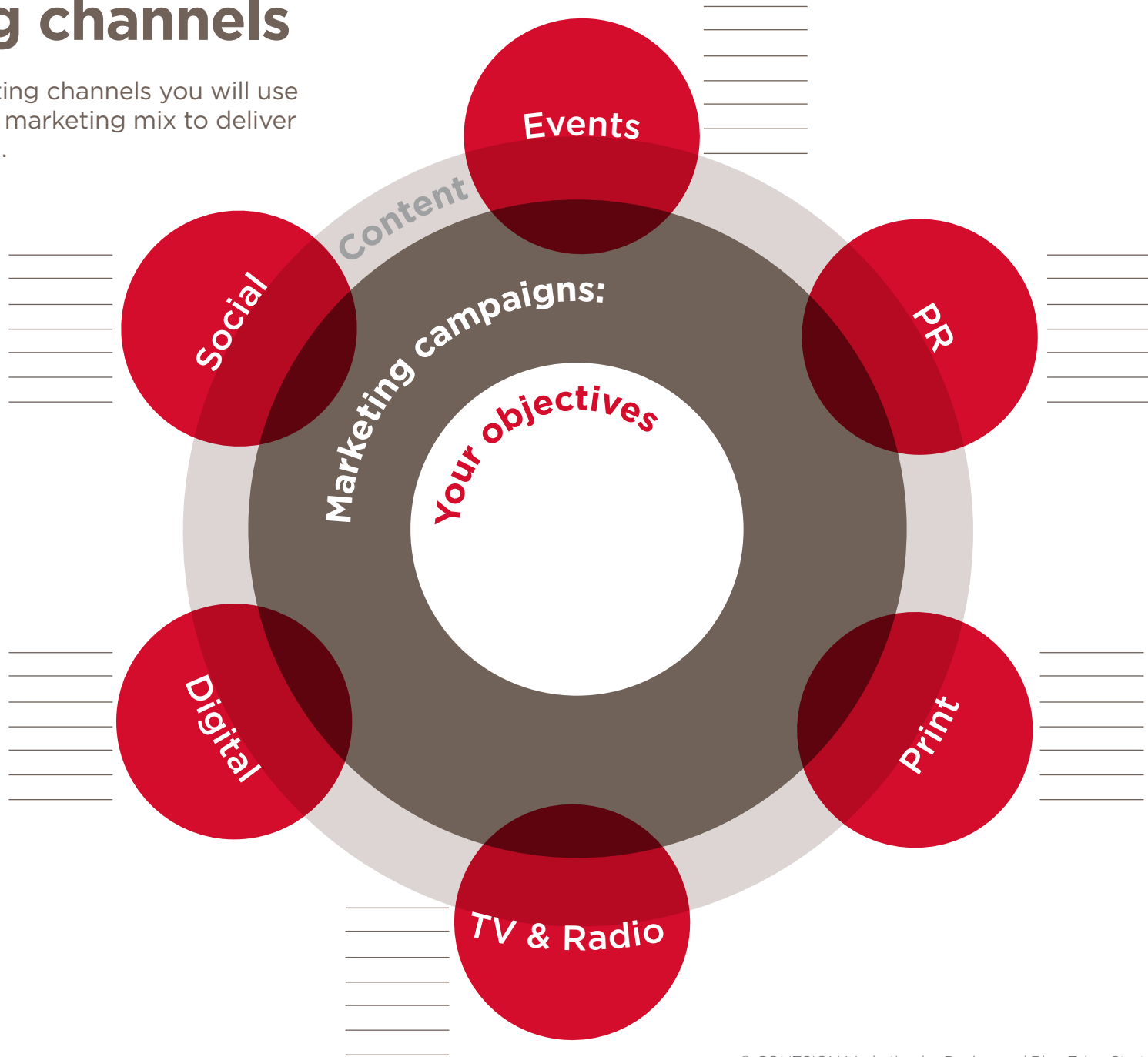
Marketing plan

Draft your marketing plan including the marketing mix for the campaign, content required and project timeline.

Marketing channels



List the marketing channels you will use as part of your marketing mix to deliver your campaign.



Brief your agency.

Putting the brief together

10 simple steps that will help you brief a creative agency

1. Background

Include a brief summary about your company, its products and its services. Set the scene a little and try and include something about your brand, its personality and philosophy. Pricing and sales processes should also be mentioned. Will there need to be any initial research, or do you already have some research findings that will help?

2. Competition

Talk about competitor products and services. What marketing activity are they doing and are they doing it better? Include examples and/or weblinks.

3. What

What is your required output? i.e. what type of activity are you looking for (an ad, a DM campaign a new website, a conference)? Think about how the deliverable will be used – in print, on a website, in a salesperson's briefcase, etc.

4. Why

Why are you doing this activity? What objectives are you trying to achieve (raise awareness, collect data, increase sales, get someone to do something...)?

5. Who

Describe your target audience – who you want to talk to. Are they businesses or consumers? Describe why you think they need your product or service, and why you think they might not be buying (barriers). Try and describe the role of this person in their organisation, or what type of consumer they are. What do they read? What do they listen to?

6. When

Is there a seasonal reason for undertaking this piece of activity? Are there any key milestones or deadlines that need to be met?

7. How

How are you going to measure the effectiveness of this activity? What will success look like? Can it be piloted or tested first?

8. Likes & Dislikes

It's always useful to list some activities or brands that you have already seen and liked. Even if it's just a website (competitor or otherwise).

9. Mandatories

It is important that you explain how the activity will be measured and what success criteria you are looking for. Include any brand/ tone of voice guidelines, or list any assets that must be used or avoided. Make sure to include any Ts & Cs and legal requirements too.

10. Budget

It's much easier for a supplier to respond to a brief if they know how much you would like to spend. Ballpark is fine, but unless you give an idea, you may find you're presented with an idea that's totally unreachable.

Creative agency brief



Successful marketing starts with a strong, cohesive brief. Provide as much information as possible. This will help shape important elements such as campaign messaging and relevant channels to market.

Project title:	Requested by:	Key project contact:
Date requested:	Delivery date:	or: <input type="checkbox"/> Flexible <input type="checkbox"/> Unknown
Business unit/owner:	Budget: £	Department cost centre:
Project description: Why is there a need for this? Will it be part of an existing project? What is the life expectancy? Does it break new ground or have some uniqueness?		
Objective: What is your business objective and how will this project help achieve it?		
Measurement: How will you measure the success of this project?		

Creative agency brief continued

Project title:

Requested by:

Key project contact:

Key messages:

What are the benefits and differentiators?

Target audience and associated data:

What markets/audiences should be targeted/types of occupation/nature of business?

Rank in order of their importance; Shareholder, Customer and Staff.

Competitors:

Who are they?

What are they doing?

How do they differentiate themselves?

Creative agency brief continued

Project title:	Requested by:	Key project contact:
----------------	---------------	----------------------

Project stakeholders:	Department	Department	Department	Department	Department
	Contacts	Contact	Contact	Contact	Contact

Sign-off and governance protocols: Meetings schedule, reporting, ownership, approvals process	Department	Department	Department
	Contact	Contact	Contact

Previous related marketing activity: Please provide details of any previous marketing relevant to this project.	
---	--

Additional supporting information:	
---	--

Marketing communications plan

Project title:	Requested by:	Key project contact:
----------------	---------------	----------------------

Objective:

Actions required	Key metrics	Responsibility	Budget £	Timeframe

Content required

Deliverables - please tick

Print:	<input type="checkbox"/> Brochure	<input type="checkbox"/> Flyer	<input type="checkbox"/> Fact sheet	<input type="checkbox"/> Letter	
Digital:	<input type="checkbox"/> Website	<input type="checkbox"/> Email campaign	<input type="checkbox"/> Video	<input type="checkbox"/> Animation	<input type="checkbox"/> Screen recording
Thought leadership:	<input type="checkbox"/> White paper	<input type="checkbox"/> Report	<input type="checkbox"/> Blog		
Events:	<input type="checkbox"/> Conference	<input type="checkbox"/> Speaking	<input type="checkbox"/> Event	<input type="checkbox"/> Exhibition	
PR:	<input type="checkbox"/> News release	<input type="checkbox"/> Awards	<input type="checkbox"/> Interviews		
Social media:	<input type="checkbox"/> LinkedIn	<input type="checkbox"/> Twitter	<input type="checkbox"/> YouTube	<input type="checkbox"/> Instagram	<input type="checkbox"/> Facebook

Merchandise - please specify:

Timeline/media schedule:

Marketing communications plan continued

Project title:	Requested by:	Key project contact:
----------------	---------------	----------------------

Channels					
Channel	Audience	Frequency	Budget £	Business contact	Sign-off
Direct mail					
eMarketing					
Thought leadership					
Advertising					
Event					
PR					
Internal					
Other					
Timeline/media schedule					

Launch and monitor.

Marketing content plan



		Topic	Content	Keywords	Target audience	Call to action
Monday						
Author						
Due date						
Publish date						
Tuesday						
Author						
Due date						
Publish date						
Wednesday						
Author						
Due date						
Publish date						
Thursday						
Author						
Due date						
Publish date						
Friday						
Author						
Due date						
Publish date						

Monitoring your activity

9 tips to help you monitor your marketing activity

1. Measurable activities

Only ever undertake marketing activities that can actually be measured in some way. That sounds a bit over simplified but being quite brutal about it, if you don't know what something is going to accomplish, is there any point in doing it?

2. Achievable

Set achievable, measurable and clearly defined targets for all your activity before you start. Refer back to these objectives regularly.

3. Measurable points

Put in measurable points throughout the plan not just at the end so you can identify quickly if you are straying from targets.

4. Consider

Look at the reasons why you might be deviating from targets and see if this is a long term issue or something that can be influenced.

5. External factors

Your actions are not the only factors that may affect your results. You can make the best marketing decisions possible, but if the economy dips into a depression, you're not likely to see rising sales figures. When deciding how effective your marketing efforts are, you need to take external factors into account including economic shifts, competitor moves, and your industry's general trajectory.

6. Cost benefits

Evaluate effectiveness from a cost-benefit perspective. If you look only at the results of various initiatives, you may be fooled. Consider two initiatives—one that increases sales by 20% and a second that increases sales by 5%. Which one would you choose? What if the 20 percent increase cost you £10,000 while the 5% increase cost you £100? The answer may appear obvious. The 20% increase costs you £2,500 for each 5% increase, so it is clearly more expensive. However, what if the 5% increase required your management team to spend 90% of its time over a month to complete? Remember your real internal costs too.

7. Feedback

Consider the validity and reliability of your feedback mechanisms. If you send a traceable e-mail to 2,000 customers and 20 click through to take advantage of the offer, your data is fairly reliable. Certainly the data is much more valid and reliable than tracking the results of your branding efforts, which will be difficult to evaluate at best. Some marketing efforts can be more easily tracked than others. Don't choose an alternative just because it can be easily tracked but keep the validity and reliability of your data in mind as you analyse your results. Don't put too much stock in areas that can't be easily tracked, and don't forget to do all you can to develop good measures of effectiveness — as long as they don't cost too much.

8. Long term perspective

Don't be fooled by short-term results alone. If you're like most entrepreneurs, you're trying to build long-term value, not short-term results. You could lie and cheat your customers through your marketing messages and raise your revenues 50% in the short term but kill your business in the long term.

9. Monitoring methods

Response telephone numbers

Response codes

Google analytics

Email campaign reports

Facebook/Twitter/LinkedIn reports

Hootsuite/Buffer dashboards