

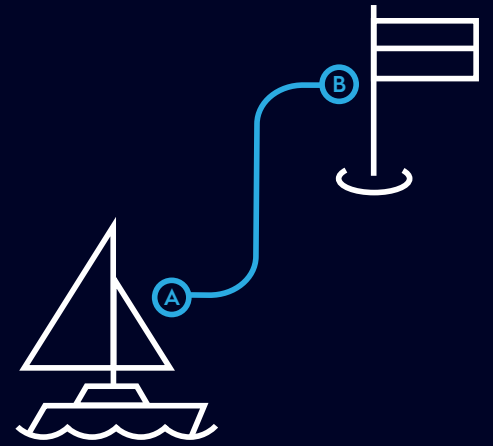
Launching a **new** product



A step-by-step guide
to launching a new product.

Want a smooth product launch?

We've collaborated on some exciting product launches and have found that before planning a launch; it helps to check off the below activities:



Have you:

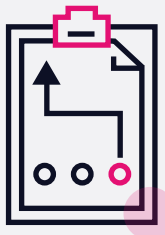
- Defined your product objectives? What customer problems will your product solve? How does the product align with your company's vision?
- Determined your pricing structure?
- Determined your distribution strategy?
- Identified success metrics for the product launch?
- Stress tested your product through internal stakeholders?
- Stress tested every prospect and touchpoint with the new product?
- Had contracts, terms & conditions and regulatory documents reviewed by a legal professional?
- Received sign-off from all stakeholders?
- Trained your sales team on the product's value proposition, benefits and the ideal customer.

Need help with any of the above?

Call us on **1300 876 080**; we can guide you through.

Your product is ready to launch. Now what?

You've locked in your launch date and now want to create your launch plan. Let's walk through the next steps.



1

Create your message

Gather all the information you need to create effective messaging to sell your product. Make sure you consider your:

- Product launch goals
- Product benefits and features
- Unique Selling Proposition
- Distribution channel



2

Define your audience

Your audience can include your:

- **Target customer**
- **Internal Stakeholders**
(e.g. sales team, customer service)
- **External stakeholders**
(e.g. distributors)

- Who are they?
- How do you reach them?
- What do they need to know?
- What resources do they need?

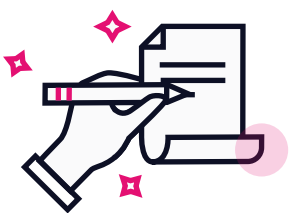


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Reach each target audience

Determine the communication channels you need to reach each target audience.

- Are they on social media?
- Do they shop online?
- Are they internal stakeholders?
- Do they require face-to-face training?

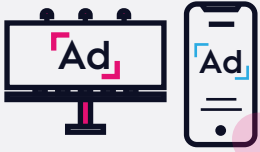


4

Craft key messages

Craft your key messages for each audience. To craft effective key messaging, ask yourself the following:

- What are my customer's pain points?
- What are the benefits of the product?
- What are my brand values and purpose?
- Is my message specific to the target audience?



5

Communicate your messages

Determine what printed collateral and digital materials you need to communicate your key messages

- Do you need packaging and labelling, POS material?
- Do you need materials for a sales team?
- Do you need content for advertising, social media or eDMs?
- Do you need a website?

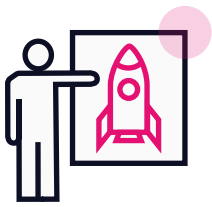


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Create your collateral

Create materials needed for the launch

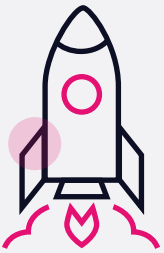
- Create content for printed collateral and digital communications
- Design printed materials and digital assets
- Design your website layout if creating a new website
- Create content for your existing website



7

Prepare stakeholders for launch

- Are the sales team trained and ready to go?
- Does the customer service team have all the information they need?
- Are your distributors across the features and benefits of the new product?
- Provide products to influencers.



8

Launch your product



9

Execute ongoing post-launch support

- Monitor launch metrics
- Monitor customer feedback through sales, customer service and social listening
- Execute ongoing advertising, eDM and content marketing
- Monitor website performance

Congratulations!

You've launched your product.

We hope you found this launch plan helpful and inspirational.



Don't forget your product goals;

Get ready to track your metrics and respond to customer and stakeholder feedback to support your launch.

Our team is available to help you at any point in your launch plan.

So call today to make your product launch a success.

Let's get started!

Contact our studio on **1300 876 080**
or **getstarted@viabrand.com.au**
for an obligation-free chat.

www.viabrand.com.au

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