

Tanis Top 10

Product Launch eBook



READY TO LAUNCH?

Make Your Story Soar!

You have secured your funding, developed your product and are now **ready to launch**. We have prepared this e-book to help guide the important steps in developing differentiated messaging and launching your product. These are the **Tanis 10 guidelines** that we have developed, with COVID-19 trends in working with the media in mind.

Ask these key questions . . .

01

IDENTIFY YOUR AUDIENCE AND GOALS

The first question to ask is the customer audience you are trying to reach:



What are the key personas?



What are the behaviors and likes?



Are they digital savvy?

1. What does your ideal customer look like?

- What size company, revenues, employees?
- Locations?

2. What would lead them to buy?

- What are their pain points?
- What gaps can you fill?
- What do they currently use?

3. What is their buying process?

- Are they looking to buy now?
- Do you need to convince them?
- What levels in the organization are part of the buying decision?

4. How do you reach them?

- Where do they get their information?
- How do they consume content?
- Which channels do they use?



Understanding the customer personas will help you develop the right integrated marketing strategy and channels and establish measurable goals and metrics.

Everyone gets excited about getting tier one press coverage but make sure this will meet your overall goals and reach the right audiences.

Consider factors that can influence or impact achieving your goals and make sure the communications metrics support business objectives.

02

KNOW YOUR COMPETITION AND RESEARCH THEIR MESSAGE AND MARKETING EFFORTS



Understand your competitors' strengths, weaknesses and marketing tactics through these research activities:

1. Review **client and competitor websites** for content and overall feel and type of marketing programs they use.
2. Review **recent press coverage and press releases** to see which types of announcements are being made and which publication/what types of coverage they are receiving.
3. Review client and competitor **Glassdoor profiles** to see what employees are saying.
4. Review client and competitor **PPC spending**.
5. Identify **key messages** across competitor websites, marketing channels and press coverage.
6. Review **client and competitor social media sites**. Note number of followers, engagement and frequency/types of content being posted.
7. If available, **interview your potential customers** on their needs and problems they need solving. This can be informal one-on-one calls, or you can do a more in-depth customer audit with a third-party research firm.

04

CREATE NARRATIVE WHEELS FOR SPECIFIC AUDIENCES

Successful messaging delivery is more than just reiterating the key messages.

Show them in a relatable story. Craft your stories in terms of the customer problem you are solving. Create narrative wheels for audiences to align the entire organization to sing from the same song sheet.

03

DEVELOP YOUR UNIQUE POSITIONING

The research you conducted can help shape your narrative and make sure messaging is not me-too, which is common when launching similar products in the market:

- **Create positioning that is aspirational** but realistic
- **Establish defensible positioning** that only you can claim
- Identify and **articulate the proof points**
- Ensure the **product positioning supports your company vision**, mission and something employees can bring to life



05

IDENTIFY THE GOALS OF YOUR LAUNCH

Establish clear goals for the launch keeping in mind the audiences you have identified.

Do you want more broad awareness of your company or product or are you going after specific leads? This will help determine the right channels and strategies and tactics to consider.

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Your launch should evaluate the various channels you can use to reach your audiences and meet your goals.

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06

INTEGRATED DIGITAL MARKETING



While there used to be a clear line between “paid” and “earned” opportunities, these lines have now blurred.

Your launch should evaluate the various channels you can use to reach your audiences and meet your goals. Channels can range from organic social, videos, sponsored content campaigns, PPC, email marketing and of course, a press launch. The messages should be consistent and integrated throughout the channels. These activities are not done all at once and should be considered against the customer buyer journey.

07

MEDIA STRATEGY

The **press launch is the number one go-to activity** when launching a new product. You should start with industry analysts who can be valuable third-party validation and oftentimes are talking to your prospects. **Start with analysts a few weeks in advance of press** so you can incorporate their feedback into the press messaging.



Creating your target press and analyst list is more than looking up in a database. It requires researching previous articles written to make sure your story fits within their topic of interest.

Then you should decide if you want to pursue an exclusive or broader pre-briefings. There are pros and cons of exclusives. If you gain interest from the right publication, it may make your investors and executive team excited but could mean alienating other publications that are reaching your customers.

Pre-briefings under embargo are often the best approach. However, you must be patient in terms of when coverage appears.



The speed of coverage surrounding a launch has changed with COVID-19. Journalists are busier than ever, the press is forced to cover all the aspects of the pandemic, and have less time to cover multiple product launches. Instead of articles appearing like lightning on launch day, we see more publications publish coverage a few weeks later. This can keep the story alive longer, providing a steady drumbeat of the news.

08

MUST-HAVE MATERIALS FOR PRESS AND ANALYST MEETINGS

To make the most impact for your product launch, include digital assets to support the press release.

These can consist of animated gifs for social promotions, videos, infographics and a unique product image to accompany news articles and blogs. Even better, have a customer testimonial or quote in the press release or your website.

09

PREPARING SPOKESPERSONS

Preparing spokespersons for the analyst and media interviews should not be a last step in the process.

Once the narrative is finalized, schedule a media training session and practice Q&As so the spokesperson is prepared. Making sure they understand what they can and cannot say will avoid the wrong information getting into the press.

10

MEASUREMENT

There are various ways you can measure your success against the goals established:



Message delivery in press coverage



Google analytics for web traffic

- Social listening platforms to measure engagement and conversion
- Share of voice in press vs. competition
- Surveys



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**Follow these steps and learn how
we can help by visiting:**

www.taniscomm.com



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