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→ **RESULTS**



Ready for Takeoff? 10 Critical Elements of a Powerful Launch

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Survey!

- How many of you are using this webinar for:
 - A specific launch project?
 - Generalized learning?



Agenda

3/26/14: Launch Readiness Assessment

10 Critical Launch Elements

Launch Assessment Score

Developing a Launch Action
Plan

April 23 Launch Workshop

**Great Brands.
Delivered.**



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RESULTS

25%

Company Industry:
High tech - Software
13% - Consumer goods
13% - Healthcare/medical

47%

Annual Revenues:
Greater than \$500,000

Most successful launches were:
Hard - 28%
Soft - 68%

3-6 Months

50% Ideal prep time for a launch

1-3 Months

64% Total time for launch from developing launch plan to actual market launch

RESULTS ACHIEVED FROM SUCCESSFUL LAUNCH

50%

Company name is better known

46%

Acquired new customers

21%

Existing customers have increased purchases of existing products

21%

Existing customers purchasing new products/services

24% - Yes
60% - No

Do you feel the launch could have been even more successful if the preparation timeline had been longer?

45%

Allocated up to 15% of marketing budget for launch activities

Primary function:

37%
Management
31% Marketing

Survey Partner:
The Insight Advantage

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RESULTS

2012 Launch Survey

ThinkResults

Launch Readiness Assessment



10 CRITICAL LAUNCH ELEMENTS

1. The Product

- Fully functional
- Easy to use
- Legal clearances handled
- IP aspects covered

2. The Team

- Right team members
- Right role
- Prepared to speak as a unified front to the outside world

3. The Name

- Memorable
- Easy to say and spell
- Positive in its connotations
- Tested in major languages/markets

PurThread Name Change



4. The Positioning

- Clearly defined
- Differentiated
- Resonates
- Persona knowledge

5. The Logo

- Clean
- Simple
- Useable at all sizes
- Reflects the brand promise well

enACT Logo Revision



6. The Sales Strategy

- Defined
- Process for leads
- Consistent materials
- Sales tools and training

7. The Website

- Developed
- The actual name as a URL
- Have a domain strategy
- Tell the brand story well

Operation Freedom Paws Site: CNN Hero Launch

The screenshot shows the homepage of the Operation Freedom Paws website. The header features the organization's logo (a red cross with a black paw print) and the text "Operation Freedom Paws" and "Four Paws, Two Feet, One Team". A red "Donate" button is in the top right, along with the EIN: 45-2568382 and social media icons for Facebook, Twitter, and YouTube. A navigation menu includes Home, To Apply, Public Dog Training, How to Help, Resources, About Us, Partners, and Shop.

The main content area is split into two columns. The left column features a video player titled "Operation Freedom Paws: Our Mission" with a play button and a progress bar showing 0:00 / 3:35. The right column is titled "Operation Freedom Paws:" and lists four bullet points:

- Empowers veterans to restore their own independence
- Trains clients to train their own service dogs
- Builds human-canine service teams
- Provides the support needed for clients to succeed

The footer area is divided into three columns:

- What Service Dogs Do:** Lists tasks such as "Help clients stay calm and focused", "Block (create protective space around client)", "Alert client to events or danger", "Retrieve objects", and "And much more".
- Shop at Amazon?:** Promotes "amazon smile" with the tagline "You shop. Amazon gives." and mentions "Mary Cortani, Top 10 CNN Hero".
- Upcoming Events:** Lists "OFP Golf Tournament" (May 3, 2014), "Gilroy Chevy's Fundraiser Fiesta Night" (May 29, 2014), and "OFP 5k Run Run" (June 1, 2014). A "Calendar Information" button is also present.

At the bottom right, there is a "Follow Us on Facebook" section showing the "Operation Freedom Paws" Facebook page profile and a "Like" button.

8. The Content

- A mix of content types
- All points in the sales cycle
- Engaging
- Content delivery strategy and channels

9. The Social World

- Developed channels
- Content strategy
- Engagement strategy
- Resources to maintain channels

10. The Funding

- Appropriate
- Available
- Sufficient to fund a successful and profitable launch

Launch Readiness Score

- X%

Launch Action Plan

Focus on the areas that were weakest

Prioritize based on the assessment results

Some will be easy

Others will take more time and work

Give yourself adequate time and budget

Plan on 3-6 months for most launch projects

Join Us at the April 23 Launch Workshop

- April 23, 8:30 am – 12:00 pm
 - Includes breakfast, worksheets, personalized attention and a bonus post-workshop putting contest
- PGA Superstore
1751 E. Bayshore Rd, E.
Palo Alto
- \$175 (regular) or \$155 (early bird)



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