



Ready for Takeoff? 10 Critical Elements of a Powerful Launch

Jennifer LeBlanc, M.S. March 26, 2014

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

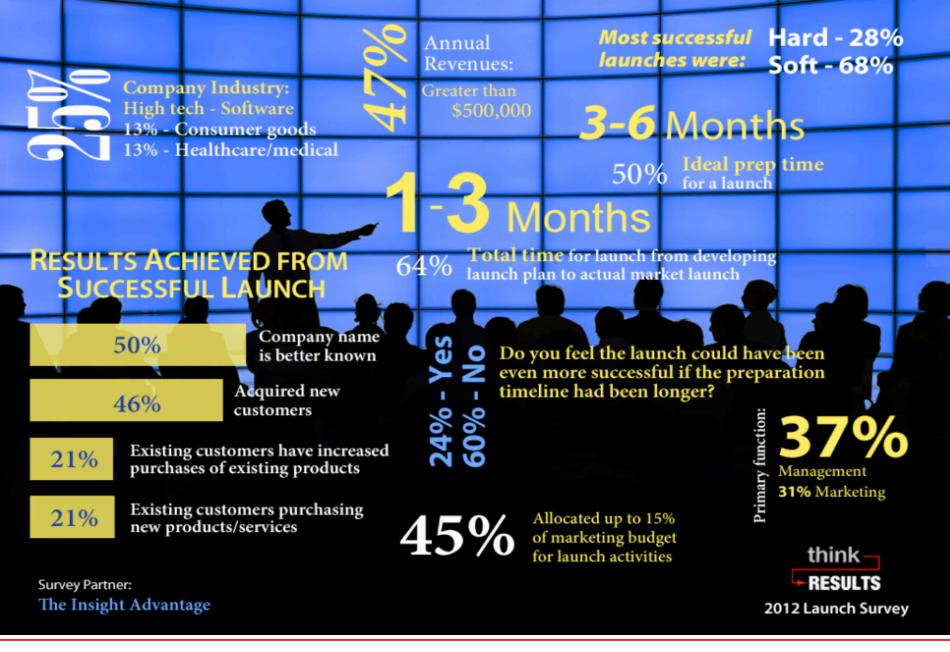
Launch Assessment Score

Developing a Launch Action Plan

April 23 Launch Workshop









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

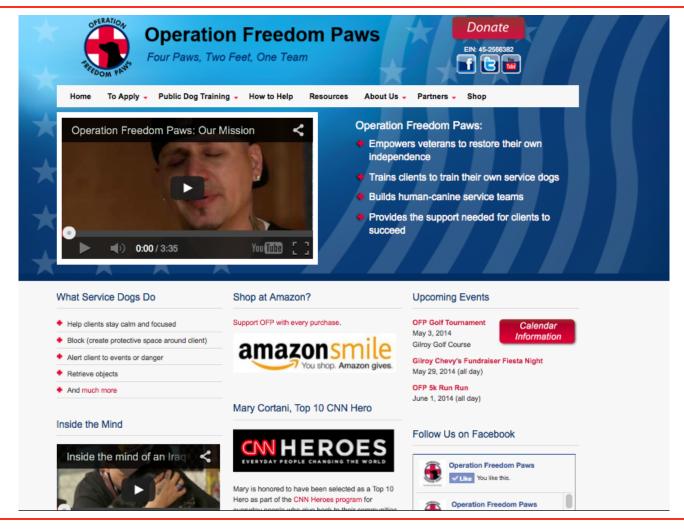


7. The Website

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



Operation Freedom Paws Site: CNN Hero Launch





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





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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