

# Plan On a Page: Cloud Storage Plus Launch

**Executive Sponsor:** Sarah Chen, VP Product Marketing

**Project Lead:** Michael Rodriguez, Senior Product Marketing Manager

**Project Manager:** Jennifer Kim

**Vendor / Agency Details:** Ogilvy (creative), MediaCom (media buying)

**Internal Creative Team(s):** Cloud Marketing Creative Studio, Video Production Team

**D/I/N:**

- **Decide:** Sarah Chen (Executive Sponsor), Michael Rodriguez (Project Lead)
- **Input:** Product Management, Sales Leadership, Regional Marketing Leads
- **Notify:** Field Marketing, Partner Marketing, Developer Relations

**G/R/L**

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Michael Rodriguez	<b>Creates</b> all core campaign assets (hero video, key messages, web pages). Global team develops messaging framework and brand guidelines for product launch. Campaign runs in English across all global channels.
Regional:	Emma Watson (EMEA), Yuki Tanaka (APAC), Carlos Silva (LATAM)	<b>Adapt</b> - Regional teams translate and culturally adapt global assets. EMEA will localize for 8 languages, APAC for 6 languages. Each region adapts customer success stories with local companies. Regional teams adjust media mix based on local channel performance.
Local:	Country marketing managers	<b>Adopt</b> - Local markets adopt regional versions as-is. Exception: Japan invents additional LINE campaign due to platform popularity. Germany adapts pricing messaging for GDPR compliance emphasis.

**Marketing objectives:** Support Q2 product launch OKR: Drive 50K trial signups and \$5M in new ARR within 90 days of launch. Increase brand awareness among SMB decision-makers by 25% in target markets.

**Project description:** Launch campaign for Cloud Storage Plus, our new enterprise-grade storage solution with AI-powered search and advanced security features. Multi-channel campaign targeting IT decision-makers at companies with 100-5000 employees.

**Audience:** IT Directors and CIOs at small-to-medium businesses (100-5000 employees) who currently use basic cloud storage and need enterprise features. They care about security, compliance, and ease of migration from existing solutions.

**Key messages:**

1. Enterprise-grade security without enterprise complexity
2. AI-powered search finds your files 10x faster
3. Seamless migration from existing storage in under 24 hours
4. Pay only for what you use - no hidden costs

**Investment:** \$850K (media: \$500K, creative production: \$200K, events: \$150K) + 12 FTEs across global and regional teams

#### **Milestones | Key activities:**

- March 15: Campaign creative approved
- March 30: Regional translations complete
- April 10: Product launch (campaign go-live)
- April 15-17: Virtual launch event
- May 10: Mid-campaign optimization
- June 10: End of campaign reporting
- July 15: Campaign retrospective

#### **Risks / Blockers:**

- Product launch may slip to April 17 (mitigation: have dark launch ready)
- Regional translation delays in APAC (mitigation: prioritize top 3 markets)
- Budget constraints for paid media in LATAM (exploring co-marketing with partners)

#### **Activation Components:**

- **Paid Search:** Google Ads across 12 markets, \$200K spend
- **Social Media:** LinkedIn sponsored content and thought leadership posts, Twitter/X campaign
- **Content Marketing:** Blog series (6 posts), whitepapers (2), customer case studies (4)
- **Email Campaigns:** 3-email nurture sequence to existing database (500K contacts)
- **Virtual Event:** Product launch webinar + live demo sessions
- **Partner Co-Marketing:** Joint campaigns with 5 strategic partners
- **Display Advertising:** Programmatic display on tech media sites
- **PR & Thought Leadership:** Press release, analyst briefings, executive interviews

#### **KPIs, Anticipated Impact & Measurement:**

- **Primary:** 50,000 trial signups (tracked via product analytics)
- **Secondary:** \$5M new ARR within 90 days (Salesforce pipeline tracking)
- **Brand Metrics:** 25% increase in aided brand awareness among target audience (survey Q2 vs Q1)
- **Engagement:** 100,000 webinar registrations, 15,000 attendees
- **Content Performance:** 500K blog views, 10,000 whitepaper downloads
- **Media Efficiency:** CPA under \$17, CAC under \$1000