**Marketing Collateral Lab PR Plan Template**

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| Section | PR Considerations |
| 1. Define Objectives | Launch the new Smartwatch by the beginning of Q4.   * Contrast our Smartwatch to the competition and create a positive brand image. * Create a recognizable symbol or logo to differentiate our product. * Develop effective marketing collateral that has an impact on the target audience. * Ensure materials are available for events and tradeshows that have an impact. * Ensure media is developed to present our new Smartwatch compellingly to the market. * Survey our customers and solicit their actual opinions and user experiences to share. * Determine external methods to advertise our new product. |
| 1. Identify Goals | Our PR goals conform to the SMART methodology.   * Specific: All media must state exactly what the Smartwatch features and functionality include and differentiate our product from the competition. * Measurable: We must accurately measure sales, revenue, returns, complaints, and market share. * Achievable: We must implement this PR Plan at least 30 days before the launch. All media and marketing collateral options must be in place. * Relevant: Ensure all media considerations are relevant to the target audience and satisfy business objectives. * Time-Bound: The 20 Sep 20xx Smartwatch launch is fixed. This plan must support that date. |
| 1. Determine the Target Audience | Our marketing campaign will target customer groups most likely to want and purchase a Smartwatch. Based on research:   * The Number 1 users of Smartwatches are Millennials aged 25-34. * The Number 2 users of Smartwatches are Millennials aged 35-40, and Gen X customers aged 41-54. |

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| 1. Develop a Schedule | Here are the launch and PR campaign schedule milestones:   * Implement PR Campaign 20 Aug 20xx * Launch: 20 Sep 20xx   This PR Plan must be finalized and approved by 15 Jul 20xx |
| 1. Develop a Plan of Attack | To ensure maximum impact for the Smartwatch launch, we recommend using a multi-channel marketing strategy:   * **Social Media Campaigns** on Instagram, TikTok, and YouTube targeting Millennials and Gen X audiences with teaser videos, unboxing clips, and influencer partnerships. * **Product Demos and Testimonials** at tech trade shows and pop-up events. * **Email Campaigns** tailored to current customers and smartwatch enthusiasts offering sneak peeks and early-bird discounts. * **Influencer Collaborations** with lifestyle and fitness creators to showcase the product in real-life use cases. * **Press Releases** distributed to technology, lifestyle, and business media outlets. * **Digital Ads** using paid search (Google Ads) and programmatic banners focusing on the product’s unique features. |
| 1. Build a Media Area | We recommend creating a dedicated media section on the company website for the Smartwatch launch. This should include:   * **High-Resolution Product Images** and videos * **Press Kit** with product specs, logo assets, company backgrounder * **FAQs** addressing common questions from customers and press * **Customer Reviews and Testimonials** * **Media Contact Info** for press inquiries * **Downloadable PDFs** of marketing brochures and spec sheets * **Embedded Launch Countdown Timer** and social media sharing buttons |
| 1. Track Results | Key Performance Indicators (KPI)include:   * Sales * Revenue * Returns * Complaints * Market Share % |