

200603 M5 | L1 Lab Launch Plan Template

Exercise 2: Develop a launch plan for the scenario

Part I: Complete the launch plan based on the product concept and additional information provided.

Product launch plan template	
Planning component	Recommended entries
Launch strategy	<ul style="list-style-type: none">• Define the overall launch strategy and objectives• Include product launch forecasts
Messaging and positioning	<ul style="list-style-type: none">• Define the product messaging strategy• Outline product positioning considerations
Pricing and discounting	<ul style="list-style-type: none">• Define the product pricing strategy• Define potential discounting opportunities
Sales promotions	<ul style="list-style-type: none">• Describe planned sales promotions• Specify sales promotion timing and details
Marketing collateral	<ul style="list-style-type: none">• Define required marketing collateral• Include social media and web marketing considerations
Sales tools and demos	<ul style="list-style-type: none">• Outline sales and demo information
Advertising and demand generation activities	<ul style="list-style-type: none">• Define advertising and demand-generation activities
Public relations activities	<ul style="list-style-type: none">• Describe public relations activities
Industry analysts roll out and reviews	<ul style="list-style-type: none">• Document plans to attain industry analysis of your product that evaluates its ability to meet current and future needs
Events	<ul style="list-style-type: none">• List any tradeshow, industry, or digital events planned• Include event schedules and venues
Beta plan	<ul style="list-style-type: none">• Define who will participate in product beta testing and how the process will work
Schedules and costs	<ul style="list-style-type: none">• Define launch schedules and costs

Part II: Launch planning blank template

Product launch plan template	
Planning component	Recommended entries
Launch strategy	<ul style="list-style-type: none"> Launch the Mobile WB-3000 product with a focus on highlighting its mobility, real-time collaboration features, and competitive pricing.
Messaging and positioning	<ul style="list-style-type: none"> Position the Mobile WB-3000 as the ultimate tool for brainstorming, designing, and presenting ideas seamlessly across various user environments.
Pricing and discounting	<ul style="list-style-type: none"> Set competitive pricing for the Mobile WB-3000, ensuring it offers value to customers. Offer a 10% discount for volume purchases and a 5% discount for educators.
Sales promotions	<ul style="list-style-type: none"> Implement volume sales promotions and discounts for educators to incentivize early adoption.
Marketing collateral	<ul style="list-style-type: none"> Develop brochures, social media campaigns, videos, whitepapers, and a landing page to showcase the Mobile WB-3000's features and benefits.
Sales tools and demos	<ul style="list-style-type: none"> Conduct a three-hour training session for the primary sales team to equip them with the knowledge and skills to effectively demonstrate the product.
Advertising and demand generation activities	<ul style="list-style-type: none"> Utilize social media, online videos, and targeted advertising to generate buzz and interest around the Mobile WB-3000.
Public relations activities	<ul style="list-style-type: none"> Issue press releases to announce the launch of the Mobile WB-3000 and secure media coverage in relevant industry publications.
Industry analysts roll out and reviews	<ul style="list-style-type: none"> Engage industry analysts to review and provide insights on the Mobile WB-3000, leveraging their influence to validate the product's value proposition.
Events	<ul style="list-style-type: none"> Attend major educational conferences, communications technology events, and government/military technology symposiums to showcase the Mobile WB-3000.
Beta plan	<ul style="list-style-type: none"> Utilize feedback from beta testing to refine messaging, pricing strategies, and sales tools before the official launch.
Schedules and costs	<ul style="list-style-type: none"> Finalize all launch activities according to the established schedule, ensuring adherence to allocated budgets for marketing, events, and promotions.