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.

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| Product launch plan template | |
| Planning component | Recommended entries |
| Launch strategy | * Define the overall launch strategy and objectives * Include product launch forecasts |
| Messaging and positioning | * Define the product messaging strategy * Outline product positioning considerations |
| Pricing and discounting | * Define the product pricing strategy * Define potential discounting opportunities |
| Sales promotions | * Describe planned sales promotions * Specify sales promotion timing and details |
| Marketing collateral | * Define required marketing collateral * Include social media and web marketing considerations |
| Sales tools and demos | * Outline sales and demo information |
| Advertising and demand generation activities | * Define advertising and demand-generation activities |
| Public relations activities | * Describe public relations activities |
| Industry analysts roll out and reviews | * Document plans to attain industry analysis of your product that evaluates its ability to meet current and future needs |
| Events | * List any tradeshows, industry, or digital events planned * Include event schedules and venues |
| Beta plan | * Define who will participate in product beta testing and how the process will work |
| Schedules and costs | * Define launch schedules and costs |

Part II: Launch planning blank template

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| Product launch plan template | |
| Planning component | Recommended entries |
| Launch strategy | * Launch the Mobile WB-3000 product with a focus on highlighting its mobility, real-time collaboration features, and competitive pricing. |
| Messaging and positioning | * Position the Mobile WB-3000 as the ultimate tool for brainstorming, designing, and presenting ideas seamlessly across various user environments. |
| Pricing and discounting | * 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 | * Implement volume sales promotions and discounts for educators to incentivize early adoption. |
| Marketing collateral | * 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 | * 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 | * Utilize social media, online videos, and targeted advertising to generate buzz and interest around the Mobile WB-3000. |
| Public relations activities | * 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 | * Engage industry analysts to review and provide insights on the Mobile WB-3000, leveraging their influence to validate the product's value proposition. |
| Events | * Attend major educational conferences, communications technology events, and government/military technology symposiums to showcase the Mobile WB-3000. |
| Beta plan | * Utilize feedback from beta testing to refine messaging, pricing strategies, and sales tools before the official launch. |
| Schedules and costs | * Finalize all launch activities according to the established schedule, ensuring adherence to allocated budgets for marketing, events, and promotions. |