



Set up help desk on Zendesk

<http://www.zendesk.com>

Write scripts for tutorial videos

Comments

Raphaella Brandner (21/11/2016, 13:43):

I know a good voice artist we could hire for the voice-overs - let me know if you want me to contact him!

Identify key influencers

- Print media
- Online media
- Bloggers, vloggers
- VIPs

Invite influencers to test product

- Send out personalized email to all influencers
- Include coupon for Pro account and provide them with all the material they need to write a review (screenshots, logos, specs...)

Send press release

<http://www.pr.com>

Create promotional material

Flyers, brochures, case studies etc.

Set up a blog

<http://www.product.com/blog>

Create product video

The product video will be embedded on the homepage

Design landing pages

Identify main keywords and create landing pages for each

Design homepage

Includes product video, feature overview, testimonials, links to pricing plans, SEO text, footer

Set up training program for sales reps

- Use materials from the support team to train product-specific workflows
- Create exercises and FAQ sheets for reps
- Take a full day to train the group

Create sales guide

Include feature overview, FAQs, pricing plans and discounts

Set revenue targets for launch period

... and offer incentives related to the launch targets!