

## Marketing Collateral Lab PR Plan Template

Section	PR Considerations
1. Define Objectives	<p>Launch the new Smartwatch by the beginning of Q4.</p> <ul style="list-style-type: none"> <li>• Contrast our Smartwatch to the competition and create a positive brand image.</li> <li>• Create a recognizable symbol or logo to differentiate our product.</li> <li>• Develop effective marketing collateral that has an impact on the target audience.</li> <li>• Ensure materials are available for events and tradeshow that have an impact.</li> <li>• Ensure media is developed to present our new Smartwatch compellingly to the market.</li> <li>• Survey our customers and solicit their actual opinions and user experiences to share.</li> <li>• Determine external methods to advertise our new product.</li> </ul>
2. Identify Goals	<p>Our PR goals conform to the SMART methodology.</p> <ul style="list-style-type: none"> <li>• Specific: All media must state exactly what the Smartwatch features and functionality include and differentiate our product from the competition.</li> <li>• Measurable: We must accurately measure sales, revenue, returns, complaints, and market share.</li> <li>• Achievable: We must implement this PR Plan at least 30 days before the launch. All media and marketing collateral options must be in place.</li> <li>• Relevant: Ensure all media considerations are relevant to the target audience and satisfy business objectives.</li> <li>• Time-Bound: The 20 Sep 20xx Smartwatch launch is fixed. This plan must support that date.</li> </ul>
3. Determine the Target Audience	<p>Our marketing campaign will target customer groups most likely to want and purchase a Smartwatch. Based on research:</p> <ul style="list-style-type: none"> <li>• The Number 1 users of Smartwatches are Millennials aged 25-34.</li> <li>• The Number 2 users of Smartwatches are Millennials aged 35-40, and Gen X customers aged 41-54.</li> </ul>

4. Develop a Schedule	<p>Here are the launch and PR campaign schedule milestones:</p> <ul style="list-style-type: none"> <li>• Implement PR Campaign 20 Aug 20xx</li> <li>• Launch: 20 Sep 20xx</li> </ul> <p>This PR Plan must be finalized and approved by 15 Jul 20xx</p>
5. Develop a Plan of Attack: Communications, Vehicles, and Marketing Collateral	<p>To effectively launch and promote the new Smartwatch and reach the target audience (primarily Millennials and Gen X), the following media and marketing collateral strategy is proposed:</p> <p><b>Media &amp; Communication Channels:</b></p> <ul style="list-style-type: none"> <li>• <b>Press Releases &amp; Product Launch Event:</b> Issue press releases to tech publications and host an engaging virtual/in-person launch.</li> <li>• <b>Social Media Campaigns:</b> Utilize Facebook, Instagram, YouTube, and TikTok to reach age groups 25–54. Leverage influencers, teaser videos, and hashtag challenges.</li> <li>• <b>Explainer Videos &amp; Product Demos:</b> Short, visual content highlighting core features (e.g., fitness tracking, rapid synching, battery life).</li> <li>• <b>Customer Testimonials &amp; Case Studies:</b> Real user stories to build trust and social proof.</li> <li>• <b>POS Materials:</b> Branded displays, posters, and interactive stands in retail locations.</li> <li>• <b>FAQs &amp; White Papers:</b> Help analytical users understand technical details and product value.</li> <li>• <b>Email Marketing:</b> Targeted campaigns with early-bird discounts, features, and how-tos.</li> </ul> <p><b>Tailoring to Communication Styles:</b></p> <ul style="list-style-type: none"> <li>• <b>Analytical:</b> Include specs, feature comparisons, and data-driven value arguments.</li> <li>• <b>Structural:</b> Use structured guides, setup videos, and clearly defined usage paths.</li> <li>• <b>Conceptual:</b> Showcase innovation, future potential, and exciting lifestyle applications.</li> <li>• <b>Social:</b> Emphasize community benefits, shared experiences, and emotional storytelling.</li> </ul>
6. Build a Media Area: Website Preparation for Launch	<p>To support the Smartwatch launch online:</p> <ul style="list-style-type: none"> <li>• <b>Dedicated Landing Page:</b> Focused on Smartwatch value proposition, with bold CTAs (Buy Now, Learn More).</li> <li>• <b>Press Kit Access:</b> Include logo files, product photos, executive bios, and branding elements.</li> <li>• <b>Demo Videos &amp; Tutorials:</b> Embedded walkthroughs to demonstrate setup and use.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Customer Testimonials:</b> Feature quotes, reviews, and social media shoutouts.</li> <li>• <b>Media Contact Section:</b> Easy access for journalists or influencers to request interviews or assets.</li> <li>• <b>News &amp; Updates Feed:</b> Timely blog posts, events, and product news.</li> <li>• <b>FAQ Section:</b> Address common concerns about compatibility, features, and warranty.</li> </ul> <p>Ensure the media area is <b>mobile-friendly</b>, SEO-optimized, and consistent with brand identity. Clear navigation, visual appeal, and fast-loading pages are essential to keep potential customers engaged and informed.</p>
7. Track Results	<p>Key Performance Indicators (KPI)include:</p> <ul style="list-style-type: none"> <li>• Sales</li> <li>• Revenue</li> <li>• Returns</li> <li>• Complaints</li> <li>• Market Share %</li> </ul>