**Launch planning WB-3000**

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| Product launch plan template | |
| Planning component | Recommended entries |
| Launch strategy | * Launch will follow a direct-to-consumer and B2B strategy via LWT's website and retail partners (Amazon, Walmart). The objective is to capture early adopters in the education, business, and government segments. Forecast: 2000 units in Year 1. |
| Messaging and positioning | * Messaging will focus on: “Take Your Whiteboard Anywhere.” Core themes: mobility, collaboration, affordability, and innovation. The product is positioned as feature-rich and more affordable (≤$300) than competitors. |
| Pricing and discounting | * Price: ≤ $300 per unit. * Volume discount: 10% off for orders of 10+ units. * Educator discount: 5% on single unit purchases. |
| Sales promotions | * Volume and educator discount promotions begin at launch and continue for the first 90 days. Initial adopters will receive a free accessory pack. |
| Marketing collateral | * Brochures for schools and corporate buyers * Product landing page * Instructional and promotional videos * Use cases and white paper * Social media visuals and banners |
| Sales tools and demos | * 10-minute in-person demo script * Online interactive demo * Sales team training (3-hour session pre-launch) |
| Advertising and demand generation activities | * Social media campaigns (LinkedIn, YouTube, Instagram) * Email campaigns * Paid search engine ads * Testimonials from beta users * Influencer outreach with gifted units |
| Public relations activities | * Press releases at launch * Media kits shared with tech blogs and education journals * Feature on LWT's homepage and newsletter |
| Industry analysts roll out and reviews | * Outreach to EdTech and collaboration technology analysts for product trials and reviews * Request participation in comparison reviews with competitive products |
| Events | * 2 educational conferences in July * 3 tech communication events in August * 1 government/military tech symposium in September |
| Beta plan | * 25 testers (educators, business users, general users) participated in a 2-week pilot at LWT HQ and partner locations. Feedback influenced final feature improvements and pricing decisions. |
| Schedules and costs | * Design Finalization: March * Development: April–May * Beta Testing: June * Launch: July * Costs: $75K (design/dev), $50K (marketing), $25K (UX/beta testing), funded by Ops sponsor |