

THE ESSENTIAL GUIDE

TO

PERFECTING YOUR

NEXT PRODUCT LAUNCH

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# INTRODUCTION

*Do you know the number one reason product launches fail?*

The answer is simple: product launches fail when they lack a clear launch strategy. Products without a well-defined launch plan fall short at attempts to engage customers before, during, and after launch. As a result, these products fail to attract new customers, generate press, and achieve sales goals.

Alternatively, strategic product launches are more likely to bolster brand recognition, exceed consumer expectations, and surpass revenue targets.

If you're looking for a resource to help you develop a clear product release strategy, look no further. This eBook will guide you through each critical step of a successful launch, including insights like how to:

- Cultivate anticipation for your new product before launch
- Keep customers engaged long after your product hits the shelves
- Streamline product messaging throughout a global organization
- Achieve widespread press coverage and increase social reach

*Note: This ebook isn't going to tell you how to conduct market research, how to define your target audience, or how to know you're launching the right product. This eBook is meant to guide the release of an already outstanding product, equipping you with everything you need to generate excitement, engagement, and sales.*

If you're ready to execute your best product launch yet, read on!



# CHAPTER 1

## ALIGN INTERNAL VISION

A successful product launch begins with a clear and open path of communication between your product, marketing, and sales teams.

This can be accomplished in many different ways, from having a weekly check-in meeting, to creating a Slack channel or Trello board dedicated to product marketing.

Keeping everyone on the same page will set a successful product launch in motion, and streamline critical launch milestones, helping you to:

- Set a realistic product launch date
- Ensure a level of consistency across product launch communications
- Create positive and memorable customer experiences

### SET A REALISTIC LAUNCH DATE

**Realistic** is the key word here. It's not about when your marketing or PR team thinks the product should launch.

Rather, it's about when your engineering or product team can actually produce the desired result, without the need to pull all-nighters or live up to other unfair demands.

In addition to giving all of your team members plenty of time to complete the project, remember to factor in the time it will take to test a beta version or prototype.



## ENCOURAGE CONSISTENCY

Everyone in your organization should agree on important product information, like pricing and market positioning.

What's even more important is that each team member can readily access this information via a dedicated tool.

With a go-to source for product launch information, your team becomes empowered with the knowledge they need to communicate the product consistently across all consumer-facing channels.

For example, [Brandfolder](#) is a great way to upload and share all assets related to your product launch.

Did your press contact view the announcement? Did your partners grab the latest logo or sales sheet? Our tracking and analytics tools even allow you to monitor the assets once they've been shared.

## CREATE POSITIVE EXPERIENCES

Have you ever told a prospect that a product would be available in a week, only to make them wait an entire month until its release?

That's the type of negative experience you want to avoid creating.

Customers value transparency, and they'd rather wait longer for a superstar product than be let down by a poorly planned launch.

By keeping your team on the same page about when and how your product will launch, you'll ensure the happiness of both customers and co-workers.







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## PRODUCT LAUNCH SPOTLIGHT: SPHERO

By using [Brandfolder](#) to collaborate on product documents behind the scenes, Sphero ensured the successful launch of their new app-enabled droid, the BB-8.

BB-8 partnered with Disney to launch the revolutionary toy alongside the highly-anticipated Star Wars movie, *The Force Awakens*. Morgan McQuay, Channel Marketing Manager at Sphero, explains how [Brandfolder](#) was a crucial element in Sphero’s widely-publicized product launch.

“First and foremost, Brandfolder’s stealth mode capability helped us to maintain the privacy and search-ability of our product until the day of launch. This allowed us to work on the Brandfolder, without fear of leaking assets to the public. It was important to uphold confidentiality right up until that very second of Force Friday, and Brandfolder’s settings really helped us do that.”

- Morgan McQuay



After Sphero switched their [Brandfolder](#) from “private” to “public” on September 4th, partners, press, and other members of the media could easily access information about BB-8.

[Brandfolder's](#) flexible customization features also played an important role in Sphero's BB-8 launch. This included the ability to include specific information about BB-8, such as market positioning, taglines, FAQ sheets, and multiple product descriptions.

“

*“The ability to customize our Brandfolder in terms of the kind of sections we wanted and how we titled them -- that really allowed us to house assets in a way that was best in showcasing the product.”*

- Morgan McQuay

”

With the ability to present their new product to the public exactly how they wanted, Sphero ensured that both their product and brand were accurately represented in leading media outlets such as Forbes, The New York Times, and TechCrunch. [Check out the Sphero BB-8 Brandfolder to see their product information in action!](#)



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## CHAPTER 2

# DEFINE PRODUCT MESSAGING

Now that you've got a killer launch plan in the works, it's important to define messaging that's thorough, informative, and representative of your brand.

The first thing you need to do is develop a tagline and two descriptions -- one short and one long. It's also important to prepare step-by-step instructions for how to use the product, including any and all safety measures.

Once you've decided on what descriptions and technical copy you need, it's time to start writing!

### WRITE CUSTOMER-FOCUSED COPY

Whether you're launching a cutting-edge technology product or a seasonal beer flavor, the success of your product launch depends on customer-centric messaging.

In short, you want to write copy that resonates with your customers (and doesn't feel too promotional).

To start, try thinking about your product's features in terms of benefits. An easy exercise for switching to customer-focused copy is to list out all of the product's special features. Then, think about how each one of those technical-sounding features can be translated into a direct benefit for the consumer.



If it feels difficult to re-word a feature into a benefit, it’s probably not worth mentioning in your initial launch copy. Rather, these details can be explained on the product’s tag or packaging, or in a description on your website.

## PERFECT PRODUCT MESSAGING

When it comes to product descriptions, your goal is to help the customer visualize themselves using your product. See if you can employ creative storytelling techniques like analogies, metaphors, and hyperboles to describe the benefits of your product.

### STANDARD PRODUCT COPY

*“This new performance fleece is equipped with state-of-the-art intelligent fibers.”*

### CUSTOMER-FOCUSED COPY

*“This fleece’s cold-combating fiber will keep you as cozy as a hibernating bear in negative-degree weather.”*

Once your product messaging is defined, it’s important to make it consistently available across your team. Here are two key tips for doing so:

Put together a list of FAQs for your company to reference. This will ensure that everyone is communicating the same information to clients and prospects. Additionally, an FAQ sheet will prevent duplicate internal conversations from occurring, saving your team time and frustration.

Provide access to new product imagery and photography. Since designers, marketers, and sales executives all need access to this information, it’s smart to keep it in a universally-accessible platform.

For example, [Brandfolder's](#) digital asset management solution makes it easy to assign different permission levels to unique users, ensuring everyone has the right access to the product information they need.





## CHAPTER 3

# ASSEMBLE YOUR TRIBE

According to Seth Godin, a brand tribe is a group of people connected to one another based on a shared belief in a leader or an idea.

Building a tribe of brand advocates is one of the most effective ways you can generate buzz about your new product. Specifically, your tribe is important for building up anticipation for your product *before* it launches.

By securing a dedicated tribe of followers, you ensure that dozens of people will be reviewing, rating, and talking about your product the day it goes live.

### DEFINE YOUR TRIBE

It's important to note that your tribe is different from your customer base. Your tribe is just a *small portion* of your customers who have a deep emotional connection to your brand.

As you continue to spread your brand mission, your tribe is what helps define your brand identity over time. When your tribe begins talking about your product, they become an important medium for boosting your product's ethos and credibility.

As you'll learn on the next page, harnessing your tribe begins by reaching out for feedback. Involving your tribe in the creation process ensures you'll create products that tell a compelling story.



# HOW TO BUILD YOUR TRIBE

## SUBTLE PROMOTION

Asking for feedback about a new product is a more organic way to inform customers about something new.

And, by giving customers a chance to try out a new product or learn about it before it goes live, you're giving your sales team an easy opportunity to up-sell and cross-sell.

## VALUABLE FEEDBACK

Third-party opinions provide you with an objective viewpoint on glitches or problems you may have previously overlooked.

When such feedback comes from your actual user base, you'll be able to refine your product to meet the specific desires of current and future customers.

## EFFECTIVE MARKETING

The feedback you get from customers can be used to promote your product in the form of quotes and testimonials.

Just be sure to ask permission from the customer to use their words -- then repurpose them on landing pages, social media ads, and any other marketing collateral you'd like.

## STRONGER RELATIONSHIPS

When you show customers that their opinion is important to you, they're more likely to feel valued.

And, when customers feel more valued, they're more likely to develop an emotional attachment to your brand and become members of your tribe.



A person is seen from behind, looking out a large window at a dense city skyline. They are holding a professional camera with a large lens, ready to take a photo. The window frame is dark, and the city buildings are brightly lit, suggesting daytime. The overall tone is professional and aspirational.

## CHAPTER 4

# PLAN YOUR PROMOTION

From Pinterest to PPC, there are many options for marketing and promoting your product. How do you know which platforms your current customers prefer? What's the best channel for promoting your product to new customers?

To answer these questions, and make planning your promotion strategy easier, it's important to focus on a few key channels that are right for your brand. While we can't tell you which channels are best for you based on your industry and target market, we recommend choosing just a handful of channels in order to focus on the quality of your messaging, not the quantity.

The product promotion methods we're going to cover are PR, email, and social media.

### PUBLIC RELATIONS

Establishing relationships with content marketing influencers can help generate anticipation of your product before it launches.

Beyond traditional press outlets, bloggers specific to your industry have the skills to dig deeper and unveil critical insights, including how your product may impact your industry over time, and how it stacks up to close competitors.



## EMAIL SIGNUP STRATEGY

Your best email strategy begins with a product landing page. This should give customers and prospects a chance to enter their emails in exchange for updates and information regarding the new product release.

You can use the testimonials gathered from your tribe to jazz up the page, as well as imagery and product descriptions -- all of which can be conveniently stored in your [Brandfolder](#).

This will help you build up an email list of potential leads that you can contact later, and it'll give you a sense of how many people are interested in your product.

## SOCIAL MEDIA TEASING

Social media is an obvious platform for promoting your product. However, its power as a pre-promotion tool is often overlooked. Teasing your new product on social media has multiple positive outcomes.

First, it gives you a chance to test out different messaging and imagery combinations. This will tell you what people are more likely to click on, which helps perfect your social messaging for launch day.

Second, teasing images on social media gets your audience tweeting, posting, and talking about your product. These teasers can also link to the landing page mentioned in the previous section to help your audience stay updated.







## PRODUCT LAUNCH SPOTLIGHT: FINIS

Leading swimwear outfitter FINIS relied on [Brandfolder](#) to streamline product communications on a global level. To prepare for the worldwide product launch of The Edge Fin, FINIS filled their [Brandfolder](#) with product shots, lifestyle images, technical specifications, and sample social media posts.

Rachel Westerhoff, Creative Manager at FINIS, explains how such preparation improved the brand's approach to product launches.



*"We have a global presence with social accounts for almost every country across the world. While preparing to launch The Edge Fin, we saw a Polish Facebook ad featuring product images and social tiles promoting and teasing the new product."*

- Rachel Westerhoff





By teasing the new product in another country, FINIS could easily generate global interest for the product. Keeping product information in [Brandfolder](#) also helps FINIS inform major distributors like Amazon of their upcoming release. Overall, [Brandfolder](#) helps FINIS streamline their product launch strategy and stay on track with their product release timeline.

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*“We used to be many months behind, but having everything accessible in Brandfolder allows us to be transparent globally.”*

”

- Rachel Westerhoff

Overall, [Brandfolder](#) helps FINIS improve their go-to-market strategy for managing internal communications across the globe. With the ability to launch products faster and more efficiently, FINIS has an extreme advantage over competitors in their industry. [Check out the FINIS Brandfolder to see their brand organization in action!](#)







## CHAPTER 5

# TRACK AND EVALUATE

After you've put your product out in the world, it's essential to monitor and track all external activity related to your launch.

This includes social media engagement, support tickets, media requests, and any other data that informs you of your product's success. In addition to understanding who's interested in your brand, you'll also want to know who's using it.

Brands using [Brandfolder](#) can require viewers to enter their email before they view a new product, so marketers can easily keep tabs on who's accessing new product assets.

### THE IMPORTANCE OF TRACKING YOUR PRODUCT LAUNCH

As seen on pages 6 and 7, Sphero used [Brandfolder](#) to collaborate on BB-8 internally before launching it to the public. Once Sphero published their [Brandfolder](#), they used the Event Feed to access detailed analytics and track their launch.

On the day the BB-8 [Brandfolder](#) went live, hundreds of people from London to Sydney viewed important product launch information, such as product photography, sales sheets, and launch videos.

If Sphero hadn't kept all their product information in a single accessible location with detailed analytics, they wouldn't have understood the immense global success they'd garnered in under 24 hours.



## CONDUCT AN INTERNAL ASSESSMENT

Once you have a strong understanding of your product's reach and engagement levels, there's some internal work to be done. (And since you've already maintained a strong line of communication with your team as per chapter one, this will be a breeze!)



A few days after your launch, here are some of the key questions you should begin to ask your sales team:

- What questions and concerns have arisen?
- What are the main objections to purchasing?
- What are the main reasons for purchasing?
- What other feedback have you gotten?

For your product and support teams, here are the types of inquiries you should ask:

- What technical issues or problems have arisen?
- Have we been able to resolve all issues?
- What barriers have prevented us from solving these issues?
- Have customers been satisfied with our efforts to resolve issues?

Understanding the answers to these questions will help you learn what worked, and what didn't. When you measure the success of your launch internally, you can help your entire team better understand how to prepare for the next one.

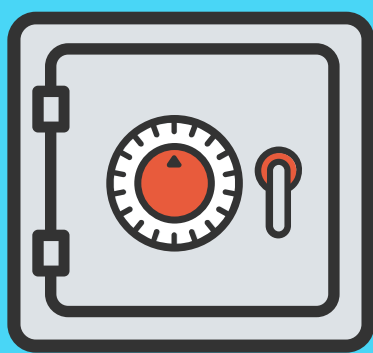


# CONCLUSION

Depending on your product or industry, your product launch plan will entail specific needs and details that only your team can define. However, with the help of this guide, you can be sure that your product will captivate your followers, stand out against competitors, and generate an increase in sales.

Now that you've seen how Sphero and FINIS used [Brandfolder's](#) digital asset management solution to execute successful product launches, you may be wondering how you could use [Brandfolder](#) in your next release. So, let's review three key ways [Brandfolder](#) can help you achieve a successful product launch.

## ADVANCED SECURITY



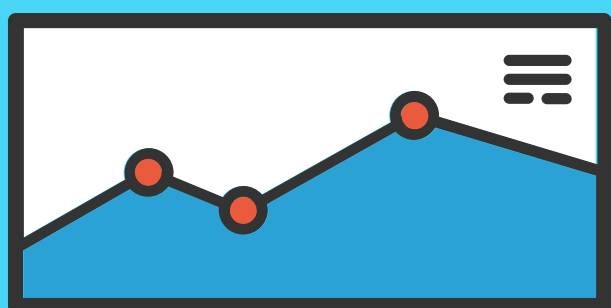
Marketing teams at FINIS and Sphero use Brandfolder to collaborate on assets behind the scenes. Advanced security features allow you to perfect every aspect of your product launch before you share it with the world.

By keeping all product information in [Brandfolder](#), FINIS ensured their global marketing team had access to promotional social images. [Brandfolder](#) makes it easy to share assets privately and securely, no matter where you are.

## CUSTOM PERMISSIONS



## EVENT FEED



Sphero used Brandfolder's Event Feed to keep tabs on who was accessing what information about their new product. Event Feed provides detailed analytics about who is accessing your brand in real time.



Learn more at  
[Brandfolder.com/features](https://brandfolder.com/features)