



# LaunchStar® Workshop Overview



Begin applying the most advanced methodology available today for launching B2B products. You'll learn the following content during the workshop... and afterwards "go deeper" with 7 e-learning modules. You'll also learn how to drive your projects with cloud-enabled LaunchStar 3.0 software (page 2).



## Module 1: B2B Product Launch Overview

Common launch shortcomings • 6 New rules for product launch • 9 Traditional & 9 online media • Customizing for market dynamics • Prospect buying cycle • The Right Market, Message & Media • Managing budget, team & metrics • 5 Key launch documents



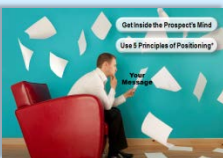
## Module 2: LaunchStar Software

Launch Plan executive summary • Gantt chart view • Budget view • Team planning • 5 Reports • Instructions/tips/examples • 25 Launch planning tools e.g. positioning, pricing, value propositions, offers, media planning, sales tools/training, lead qualification, metrics tracking.



## Module 3: The Right Market

B2B vs. B2C market segmentation • Defining markets at 4 levels • Targeting points in value chain • Targeting job functions • Collecting market data from front-end work • How & when to use 2 Question Launch Survey • Interpreting survey results • Using the Prospect Profile report



## Module 4: The Right Message

Importance of becoming "findable" • 5 Principles of Positioning • 5 Categories of awareness content • 8 Elements of keyword strategy • Data-mining front-end interviews • 9 Tips for writing copy • 10 Offers along the buying cycle • Using the Message Brief report



## Module 5: The Right Media

9 Traditional & 9 online media • 4 Elements of media strategy • Industry concentration vs. industry position • Analyzing 4 industry scenarios • 8 Steps to an integrated media strategy • 6 Ways to build word of mouth • Tactics for being easy to find • Using the Media Guide report



## Module 6: Traditional Media

Description of 9 traditional media • Common usage, fit & timing for each medium • 8 Winning practices for each medium: Print Advertising, Press Kit, Print Article, Direct Mail, Trade Speech, Trade Show, Road Show, Customer Seminar, Sales Visit (with 25 sales tools)

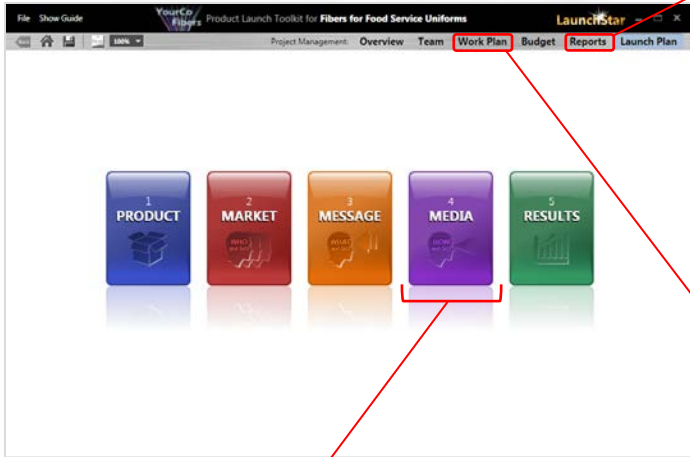


## Module 7: Online Media

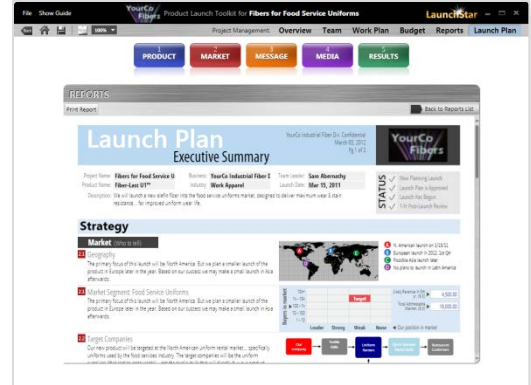
Description of 9 online media • Common usage, fit & timing for each medium • 8 Winning practices for each medium: Online Advertising (search vs. contextual), News Release, White Paper, Email, Online Presentation, Social Media, Webinar, Web Microsite, Search Marketing

**LaunchStar® Software** lets team members work individually—without the internet—and later synchronize with team-mates via the web. Its intuitive interface allows users to access Reports, Project Management Aids & 25 Launch Tools... all without leaving the Home Page.

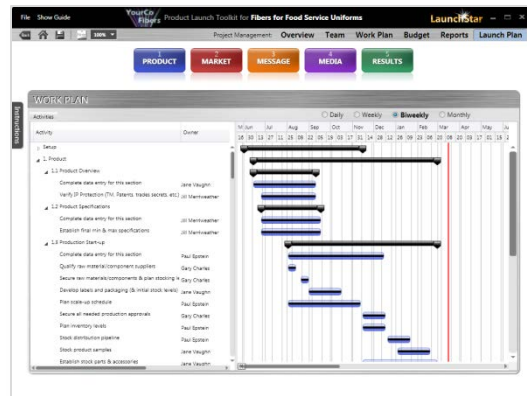
## LaunchStar® Home Page



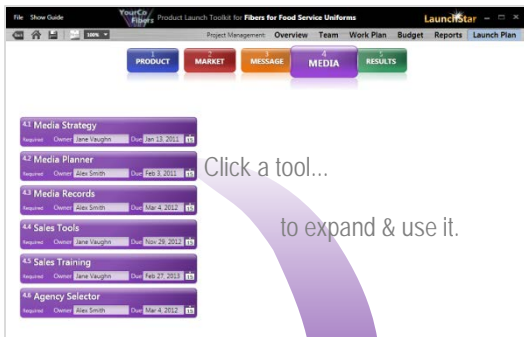
**Reports:** Launch Plan, Prospect Profile, Message Brief, Media Guide & Launch Results



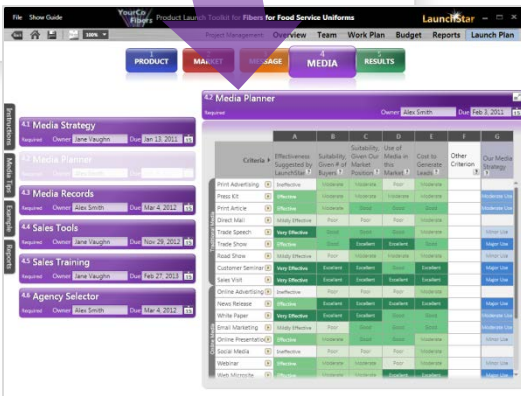
**Project Management Aids**  
Work Plan (Gantt Chart), Overview, Team & Budget



**25 Launch Tools (within 5 Steps)**  
Click a step to view its tools



Click a tool...  
to expand & use it.



Depending on the size of your launch, many of these 25 tools are optional...

**1**  
PRODUCT

Product Overview  
Product Specifications  
Production Start-up  
Internal Setup

**2**  
MARKET

Target Market  
Target Companies  
Target Job Functions  
Target Market Needs  
Launch Survey  
Secondary Markets

**3**  
MESSAGE

Customer Benefits  
Value Proposition  
Positioning  
Pricing  
Offers

**4**  
MEDIA

Media Strategy  
Media Planner  
Media Records  
Sales Tools  
Sales Training  
Agency Selector

**5**  
RESULTS

Lead Qualification  
Metrics Tracking  
Sales Projections  
Sales Results