



Product Launch

10 Tips for PR Success

- 1. Survey the landscape.** Determine how your new product or service will fit into the direct competitive set and more importantly, the larger category your product or service exists in. Start by asking yourself: Who are your competitive products or services to watch and why? How are they promoting their version? And how can you look at your offering through new eyes to stand apart?
- 2. Look beneath the surface.** Take the time to thoroughly understand your potential client base. As part of that process, identify "need drivers"—the impetus motivating each prospect to seriously consider your product. This approach can help ensure that you will reach the most valuable audience.
- 3. Lead by sound decisions grounded in customer insights.** You may decide that the key differentiators of your new product are "speed" and "affordability." Your prospects, however, may be seeking "personal empowerment" and "ease of use." Therefore, be sure your positioning aligns with the value proposition of potential clients.
- 4. Build a customer journey map.** Product differentiators, target audience insights and marketing objectives should be mapped out to develop a compelling cross-channel media strategy that signals where your audience will be most receptive to your messaging.
- 5. Tap into Social.** A significant amount of people receive their news and product information from social media. Consider tapping influencers, bloggers, vloggers and like-minded online communities as part of your marketing strategy.
- 6. Seek a helping hand.** Let's face it: Sometimes we all need a little help to get the ball rolling. Don't be afraid to ask for assistance from qualified external experts like PR agencies, marketing agencies or freelance content creators.
- 7. Test your ideas.** Consider utilizing online surveys, panels of existing clients and prospects, focus groups or third-party research methodologies to validate key decisions and directions related to messaging, marketing, and content, helping to build confidence that your campaign will drive awareness, consideration and deliver against your KPI goals.
- 8. Details matter.** You only get one shot so amidst the pressure of timing and budgets, it's critically important that the product/service pipeline, supply chain, delivery chain, and all other logistics, marketing support and investment decisions are in place before launch. To reap the rewards of your efforts, pay close attention to the details.
- 9. Ready. Set. Go!** Now that you've done the essential work and have solidified your business strategy, your next step is to release the product.
- 10. Monitor and measure.** The only meaningful way you can gauge the impact of your product launch is to thoroughly track KPIs through engagement, conversion, views, media coverage and measured business gains versus established benchmarks.

BOTTOM LINE:

Research, planning, and evaluation are critical to an effective product launch and their importance doesn't stop at rollout. To achieve long-term success, continually reassess your key messages, using media measurement data as a reliable guide.

CONTACT US

For a free consultation, or to find out more about Burrelles media relations planning, monitoring and measurement services, please [contact us online](#) or at: [Burrelles.com](https://www.burrelles.com) | [800.631.1160](tel:8006311160)