



LAUNCH
DAY

The ultimate product launch playbook

How the best brands go to market

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Preface

Savvy marketers know building a great product is just one part of the process — after all, you've got to drive awareness. And a successful product launch depends on having a team and strategy in place.

You don't have to be a big brand with a big budget to map out an effective day-one strategy. But you do need to do your due diligence to make sure you know your target audience and how best to reach them.

In the following pages, you'll find strategies on how to:

- Map out the buyer journey, position your product, and stand out from the competition
- Plan out all of your creative assets, educational materials, and customer outreach for launch day
- Iterate and improve your sales performance after the big launch

PRE-LAUNCH

Positioning your product

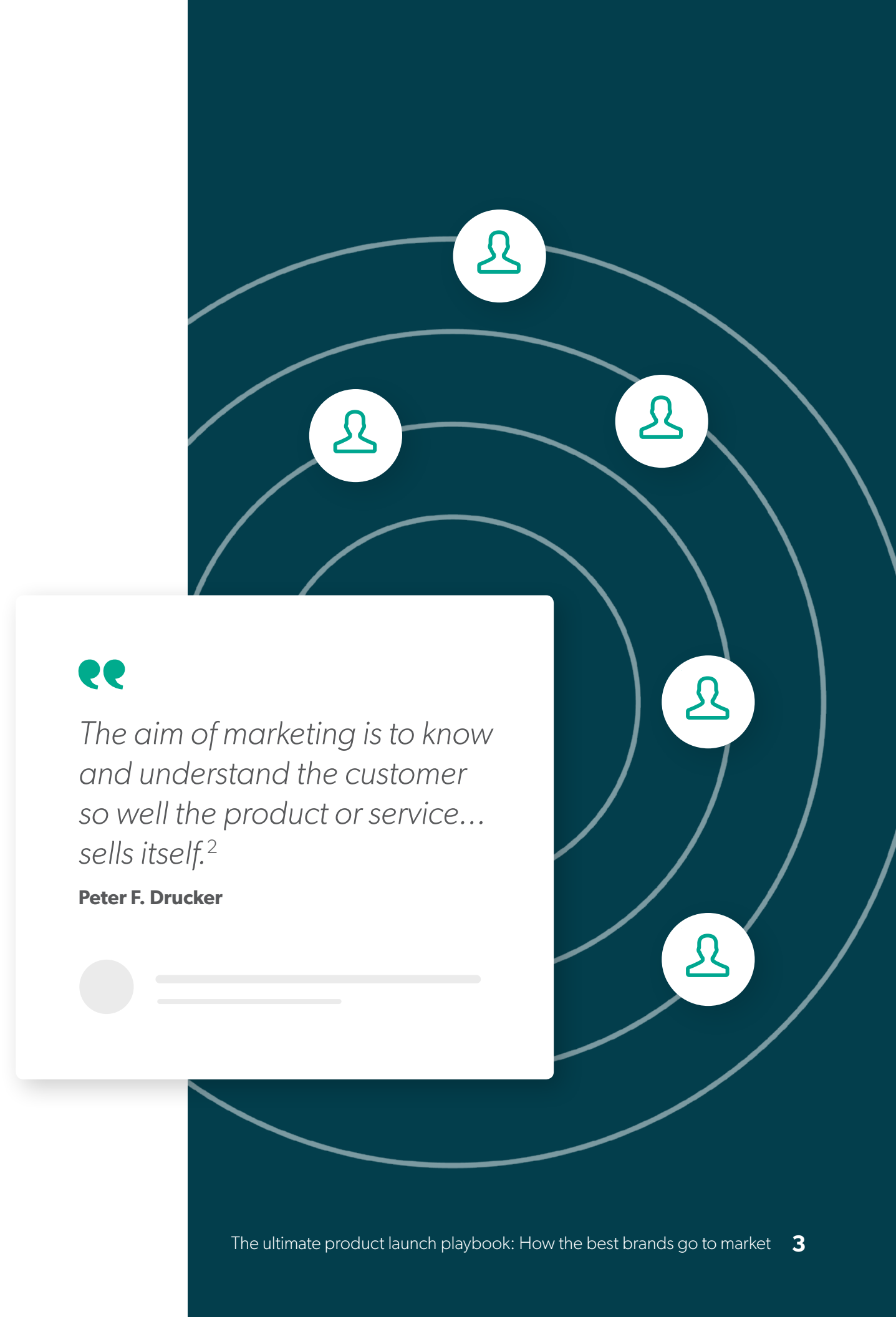
Identify your target audience

In business, you have one primary objective: to create customers. But before you can create customers, you need to know who your target audience is.

“You want to make sure you have the right product for your market,” says the team at the headphone and audio company 1More. “It’s not always easy to sell ketchup to someone wearing white clothes — you need to understand your audience.”¹

This is step one of building out a successful product launch strategy: Identifying your target audience. For many, this involves creating buyer personas based on market research — and, sometimes, data about your current customers — that represent your ideal customers, replete with their demographics, needs, pain points, and behaviors.

“From a marketing perspective, identifying your customer personas and who your target customer is is critical because that’s going to guide all of your marketing activities,” the team at 1More says. “That includes everything from packaging to product positioning to identifying your target market — all of this is vital.”



The aim of marketing is to know and understand the customer so well the product or service... sells itself.²

Peter F. Drucker



This breaks down into three steps:

1

STUDY YOUR CURRENT CUSTOMERS

If you're already an established brand and planning to launch a new product that shares similarities to your current product portfolio, the best place to start identifying your target audience and building out personas is by studying your current customers.

"Look for common characteristics and interests [among your current customer base]," Inc.com advises.³ "Which ones bring in the most business? It is very likely that other people like them could also benefit from your product or service."

Here, you'll want to search for information such as demographic data — are all your customers part of the same age group? Do they share lifestyle characteristics, interests and hobbies, or behaviors? Look for commonalities among your current customer base, and determine what characteristics you'll target with your new product.

But demographic data doesn't always tell you the whole story. It can be helpful to examine shopper data and drill in on what your customers have bought or interacted with, what companion products might appeal to them, and where they live.

Third-party vendors can be an excellent resource to mine shopper data and build a more complete picture of who your current customers are, what they're shopping for, and where they live. Social media can also be an excellent tool to find out who is engaging with you, and what commonalities there are among your audience.



2 EVALUATE YOUR PRODUCT OR SERVICE

It helps to know what you're marketing before you go to market and dig into all of your product or service features. Listing out all of these features is a critical step here, so you can speak to your product's strengths.

It's also important to know what problem or pain point each feature — and the product as a whole — is solving for.

A good rule of thumb is to stick to the rule of three: Identify the top three problems your product solves, and extrapolate the top three value propositions from there. If you have more than three key features, which is likely, you can bucket features together by the problem they solve for.

If you're selling cold medicine, your target audience is people with a cold. Every benefit of your medicine would ladder up to a target customer who wants to be healthy.



Once you have your benefits listed, make a list of people who have a need that your benefit fulfills.

Inc.com

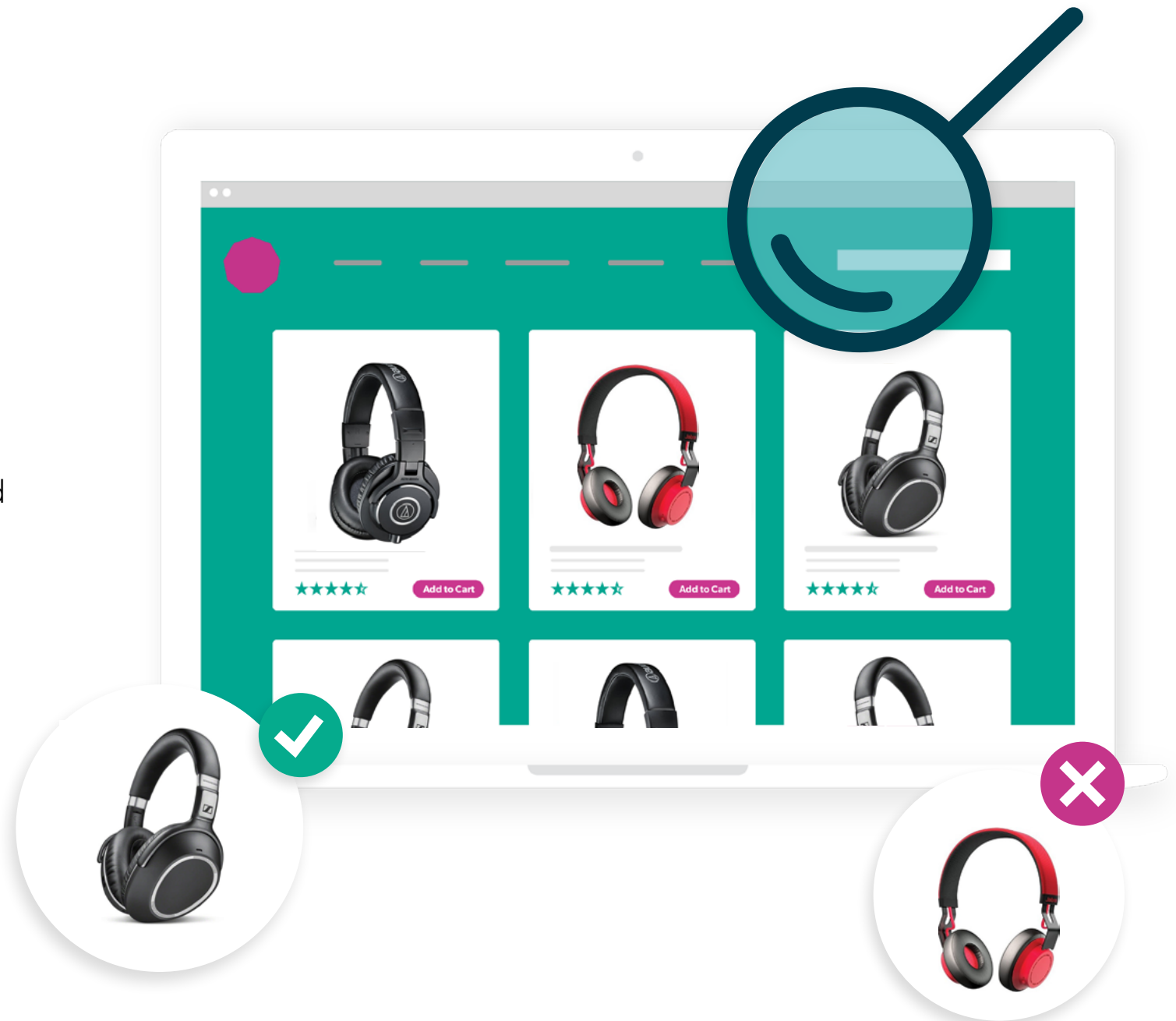


3 DIG INTO THE COMPETITION

Look into how your nearest competitors are arranging their marketing materials, who they're going after, and what their current customer base looks like.

Beyond just studying their websites and product pages, you should be prepared to look through their customer reviews. This helps you identify their current customer base — but, more importantly, it gives you a lens into what people like about your competitors, as well as what they don't like. From here, you can build out your competitors' strengths and weaknesses.

These weaknesses, in particular, can tell you where your opportunities are. Disaffected customers often show you an opening in the market.



Build out buyer personas based on your ideal customer

After you've studied your current customers, your product, and your closest competitors, it's time to start identifying your ideal customers and building out buyer personas accordingly.

Among other things, you'll want to consider the age of your target customer, where he or she lives, their income level, marital status, personality, interest, and attitude. Once you've done this, the fun begins: You can start devising your buyer personas, or fictional representations of your ideal customers.



In your target market

LIKES blue cotton dress shirts

Not in your target market

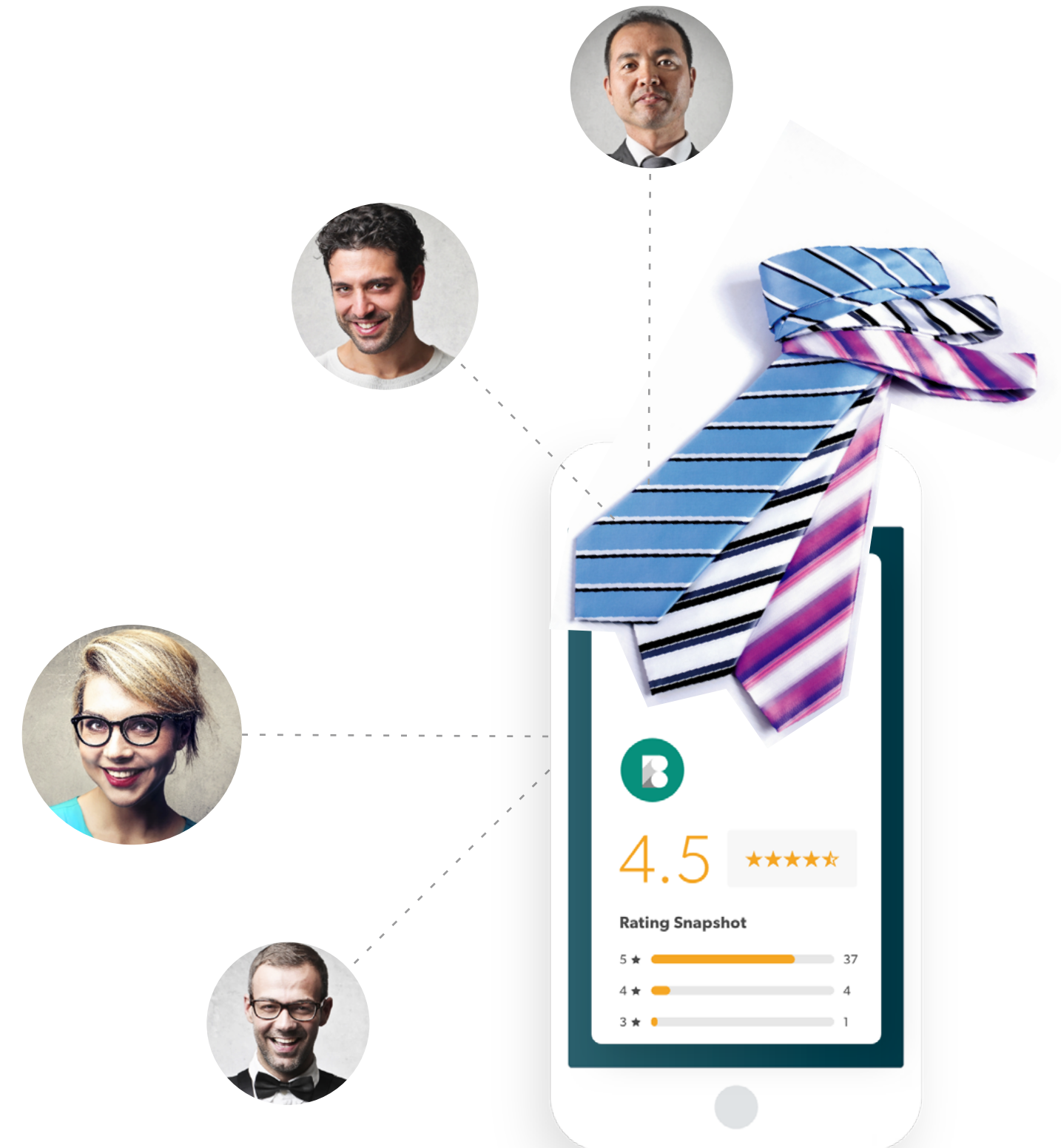
LIKES blue flannel plaid shirts

Who someone is doesn't always tell you what they want

In today's world, persona mapping shouldn't be based entirely on demographic data — it should also use relevant, fresh transaction and engagement data to build out insights about your target audience.

You might be selling men's clothes such as ties and your target customer might be male. But we know that it isn't just men buying ties, whether for themselves or others. Consequently, you might want to tailor your messaging to reach a wider audience.

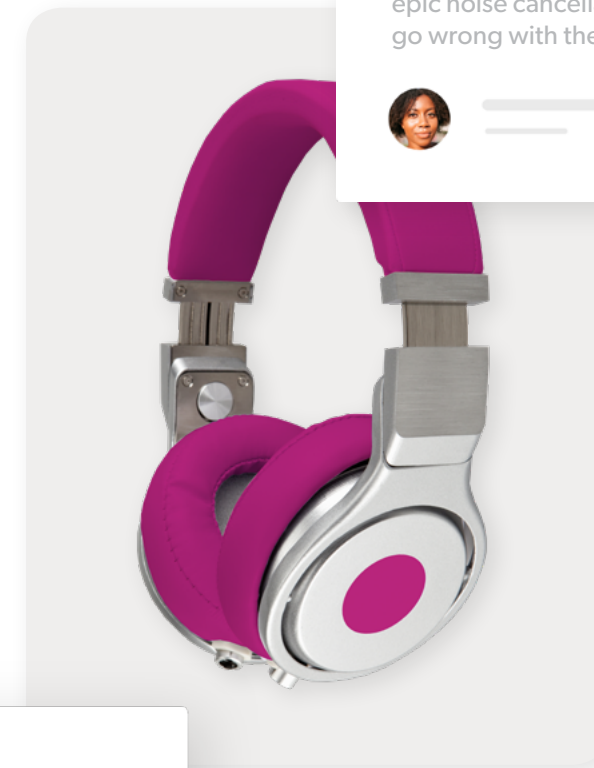
There isn't a one-to-one mapping between ideal customer and persona — a persona maps to a person with a problem. At the end of the day, your product should solve real problems, and your personas should reflect the different ideal customers who are attracted to your product as a solution.



Stand out from the competition

One of the most critical pieces of pre-launch work is strategically approaching the question of how to stand out from your competition.

“We typically build out product plans six months before a product launch, and critically question how we match up with the competition,” the team at 1More says. “As an audio company, we don’t have the budget of a Beats or a Bose — but we’re competing with Beats and Bose. And we have to figure out the best way to do that.”



4.5



If you want Bluetooth headphones that deliver on comfort, epic noise cancellation, and overall sound quality, you can't go wrong with the Bose QuietComfort 35 Series I.



4.0

This breaks down into three key rules:

1 KNOW YOUR KEY ADVANTAGE

When you're studying your closest competitors, always keep a mind to your key advantage and value proposition that's unique to your product.

Whether it's price, functionality, design, or even your broader mission (think sustainability or a humanitarian component, such as charitable donations), your key advantage is yours and yours alone. It differentiates you in the marketplace, and gives you a leg up on the competition.



2 DIFFERENTIATE YOUR PRODUCT

Part of knowing your advantage and unique value proposition is knowing how to differentiate yourself in the wider marketplace.

Whether you have one key advantage or five, all of your messaging should center around what makes you different. From packaging to advertising to marketing, you want to make sure people know why you exist and what makes you different. Your point, or points, of differentiation should make its way into your product page descriptions — and if you can make it fit into your product name, all the better.

“You have to figure out who you are, where you want to go, where the competition is, what your unique voice is, and where you fit in the mix,” says Eric Pearlman, the director of marketing at the US manufacturing company Flexon. “Once you figure out that positioning, it’s who you are — you don’t have to change it every few years, you have the foundational rock of your company. From there, every communication point should lead back to you positioning work.”⁴

The point here is to show shoppers what you stand for, and why you stand out from the competition.



3

FIGURE OUT WHERE TO MAKE NOISE

If you want people to know why you're different and better than the competition, you've got to get your message out there.

Part of this includes knowing where your target audience is, and reaching them on those mediums accordingly. Whether that's in online publications or social media channels largely depends on who you've identified as your ideal customer and where they spend the majority of their time.

But another part is knowing where your competitors are making noise, and figuring out how to stand out from their messaging. This might mean staying away from the same channels they're using — or making your message, and targeting, different enough to stand out from what they're saying.

An example comes with influencer marketing, or leveraging a social media personality who has amassed a large following and credibility in a certain niche group.

"So, we look for strategic partnerships that can be mutually beneficial. For us, it's all about the up and coming folks who have a bright future ahead of them, just like our company. We want authentic fans like a sound engineer or a talented local musician. We're not making headphones that sound amazing that only the wealthiest people can afford. We're making amazing sounding headphones that everyone and anyone can enjoy."



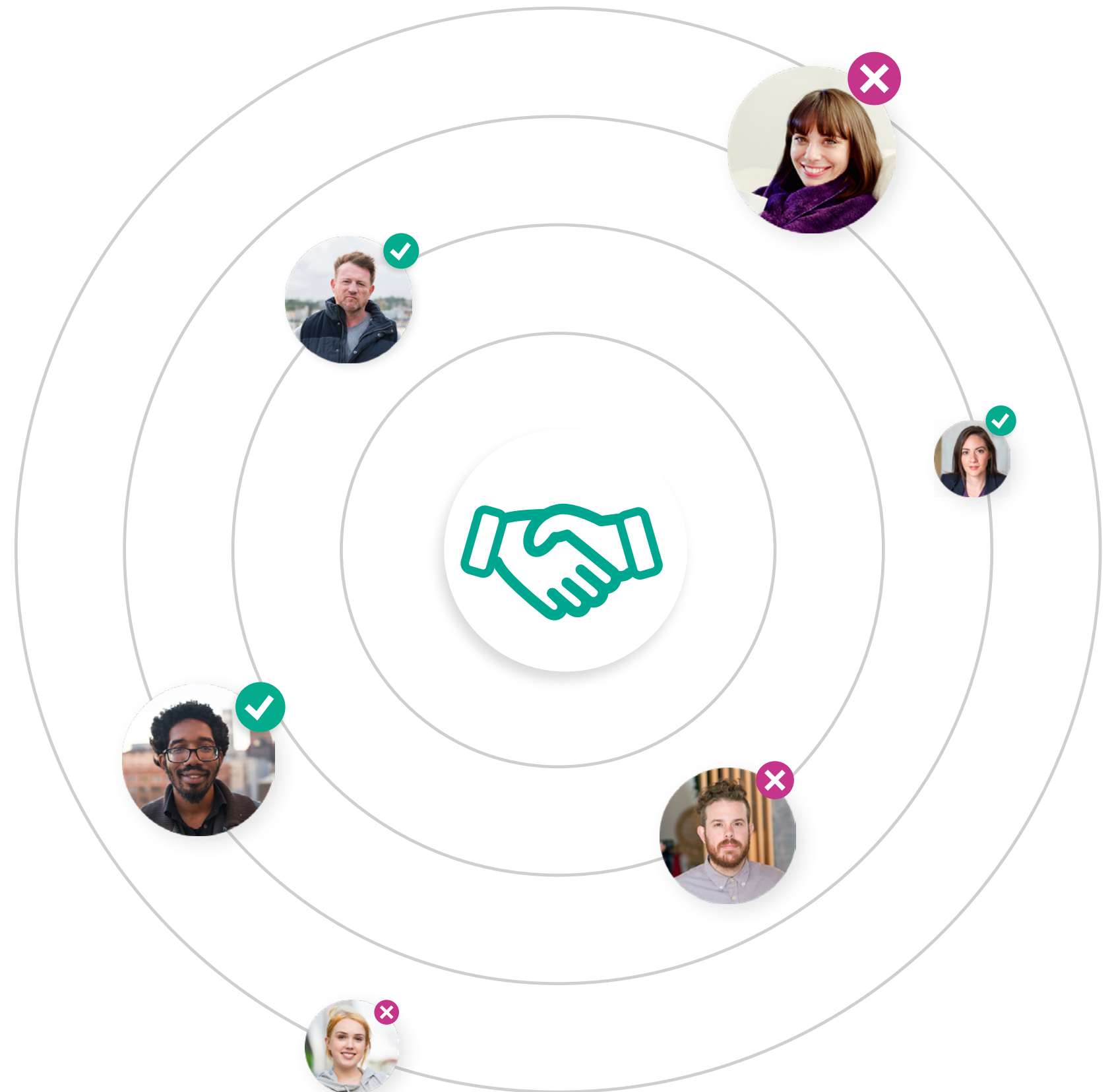
Influencer marketing can be very expensive, and in the audio industry, we're competing with Beats and Bose, which have massive war chests, and we have to figure out the best way to do that. They have these massive war chests and can essentially get anyone they want, whether it's the NFL or a popular musician.

1More Team



If your budget permits, you can partner up with marketing and advertising agencies, which help identify where your target audience is and how to reach them. These partners often join data-driven targeting campaigns with a deep knowledge of the industry, helping you make noise in the right places to reach potential customers.

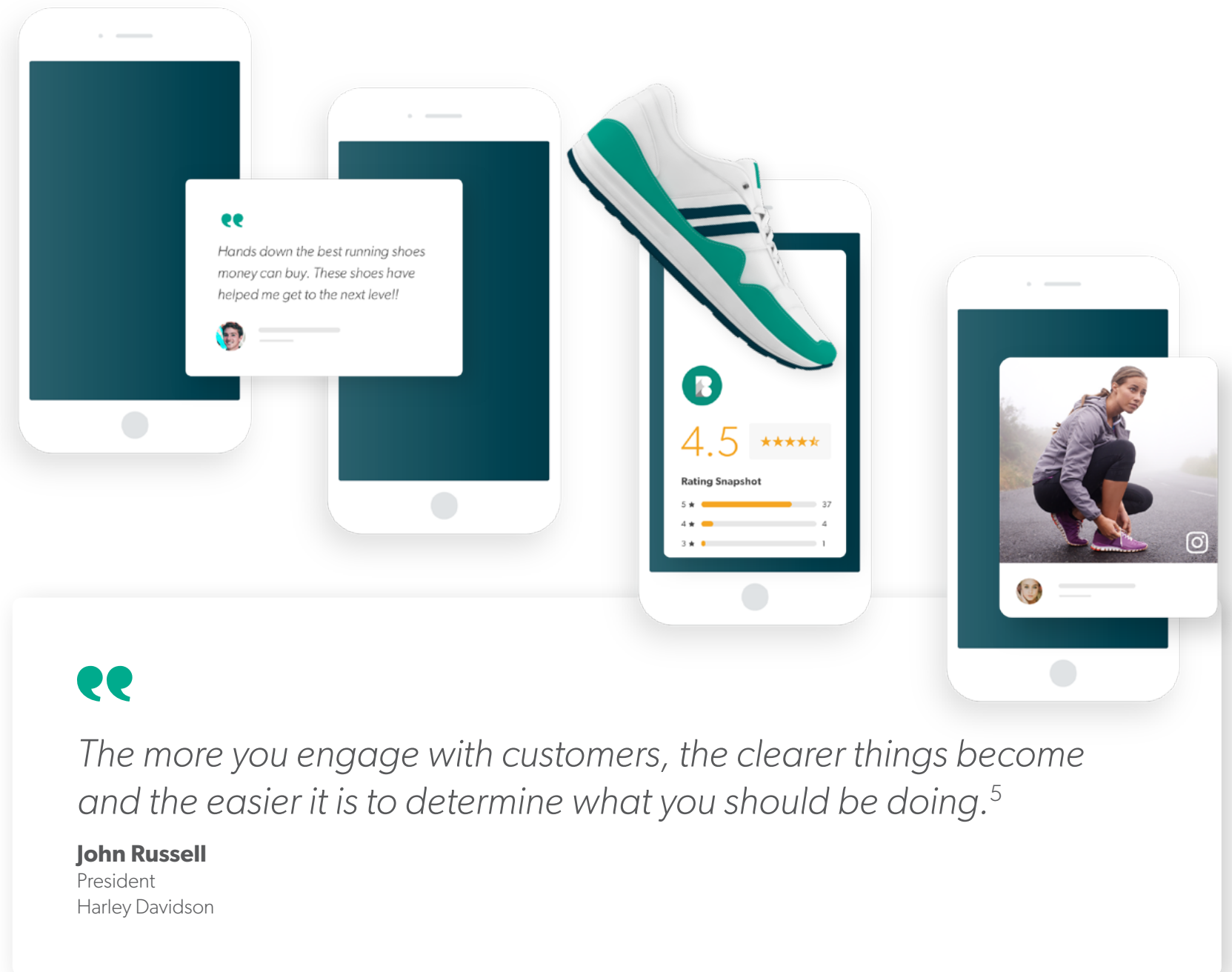
Whether you choose an agency with a broad knowledge in paid search and media operations, or an agency with a specialty in influencer marketing — or use several agencies to build out a more comprehensive media strategy — a strong agency partner can give you a sure footing when it comes to creating awareness and demand.



Map out the ideal buyer journey

At this point, you should have a good idea of what your target customer's pain points are, and why they would go about buying your product. You also should know how your competitors are positioning themselves, and what materials they make available to potential customers. Now, it's time to hypothesize about what the buyer journey looks like.

The goal here is to think through the entire funnel from how shoppers might find you to how they'd be compelled to choose you. What questions might arise during the buying process? What materials would your customers need to make a decision?



The buyer journey is typically broken into three key parts — the **awareness**, **consideration**, and **decision** stages. But in today's shopper experience, this can be misleading. Today's consumer rarely follows a straight path, and often seamlessly toggles between channels such as mobile and in-store, social media ads and product pages.

Instead, it's better to treat the buyer journey as a holistic experience:

No matter where the shopper is, you need to have the content, resources, and materials at the ready to help.

Consider the questions and concerns your target customer has in mind as they find you at different points:

- **The first encounter.** A chance encounter with an ad or your products online, or on a shelf, might yield different questions, such as "What is this?" if they just haphazardly discovered you, or "Hmm — who made this?" if they stumbled across your product page.
- **The "I think I need something for X."** This is the moment where a shopper knows they have a problem, but might not have thought through the entirety of it. Maybe they need new shoes, but don't know what kind of shoe they want. Questions here might include, "How will this fit in my life?" or "Will it work in all situations?" or "Will I look good in the office with these?"

- **The "I need something for X."** Now, they've got a firm idea of what they need and why they need it, and they're considering different options. Questions here are more targeted and comparative. Suddenly, the shopper is comparing you to other brands, and considering how you might fit into their life.
- **The big purchase.** This is the moment they're seconds away from clicking the "buy now" button, or walking definitively up to the register. Maybe it's a customer review that pushes them over the edge.
- **The "I can't stop telling everyone I know about this."** Not everyone goes out and tells everyone about their latest buy. But some people do, and whether they tell people in person, over social media, or leave you a review...you're coming out on top, and you have yourself an advocate or champion, or just a happy customer. And that's a good thing.

These points in the shopper journey are sometimes linear. But more often than not, they're anything but linear. One shopper might jump from the couch to the store and choose your product just because. Others might find you online, forget about you, and then weeks later hit the buy button.

The point here is to consider every angle of how a shopper might experience your brand and your products, and be ready to meet them every step of the way.

LAUNCH DAY PLANNING

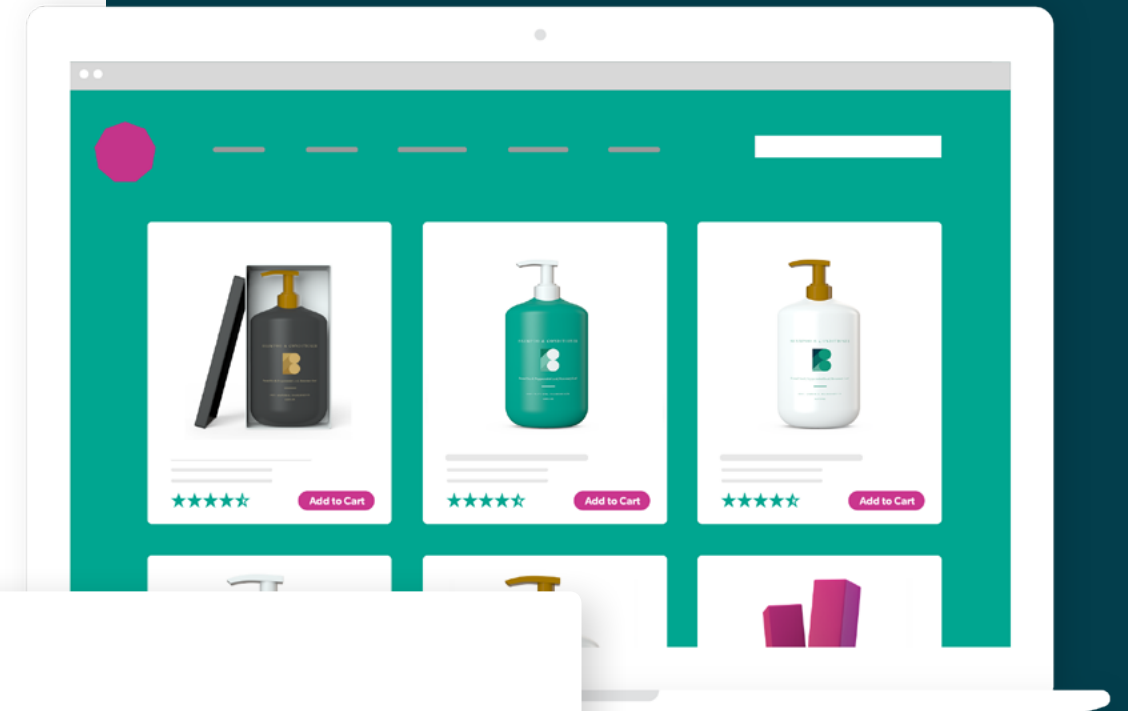
What to consider for day one

Visuals, FAQs, and product descriptions: Thinking through your product page

With your pre-work done, it's time to start planning out what you'll need on day one to activate your brand.

The first step? Making sure you have all the materials you need for your product pages. "We work hard to get as much rich content as possible on the page," the team at 1More says. "This includes high-quality images, video, and compelling product positioning and descriptions."

"It's really important to have necessary support materials for our customers. Whether that's instruction manuals or a quick-start guide, you want to make sure your customers are aware of all your product's features and are engaged with them in the best way possible."



The aim of marketing is to know and understand the customer so well the product or service... sells itself.

Peter F. Drucker

This boils down to a few key must-haves for any e-commerce product page:

1

Product descriptions, including explanations of important features

2

High-quality pictures that showcase your product at its best

Videos can be a plus, if you have the budget to produce them.

3

Supporting collateral

Add a list of frequently asked questions (FAQ), to help answer any questions.

When Burt's Bees, a personal care brand, decided to enter a new product category with a cosmetics line of products, it paid careful attention to what went on in its product detail pages (PDP).

"After looking across competitor websites, we came up with four areas we needed to affect," explains Taylor Steele, the assistant e-commerce manager at Burt's Bees. "First, we raised the product information above the fold. This sounds so simple, but it had a big impact by helping shoppers to quickly learn more about our products."

She continues: "Second, we brought up the star ratings to help shoppers find out what other shoppers think. Third, we built in video capability to display how-tos and application content. And then fourth, we made our product images bigger. We spent a lot of time making sure shoppers could really see our products online."⁶

While you can always evolve your product page over time (more on that later), it's important to think through what your customers are likely to want and need to confidently choose you.

Activate your brand with awareness campaigns

At the end of the day, the product page is the end destination for shoppers, and savvy marketers plan out strategies to build brand and product awareness through levers such as press coverage, events, advertising, and influencer marketing.

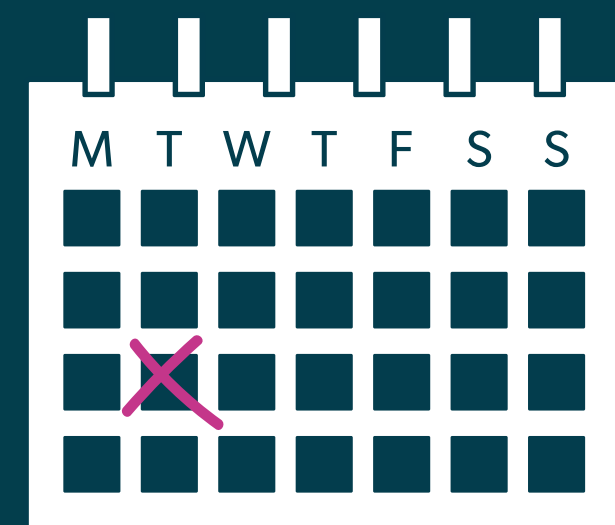
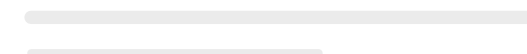
“You really want a coordinated approach when it comes to getting press,” the team at 1More says. “We typically build out product plans six months before a product launch, and critically question how we match up with the competition. We’ll hone it over time as product launch dates come into focus.”

As for how 1More approaches getting press and publicity? “We typically do a pre-sale event, think about who our strategic partners might be and try to work with them, work hard to get press coverage, and go where the people are. You can’t always get things done from behind a desk. You have to be where the industry folks are, the reviewers are, the journalists are. Whether that’s events or third parties, you need to pull as many levers as you can and be creative about it.”



By the time we’re two months out, we want to have all the key assets in place. We want press to be engaged, we want initial reviews out — there are a lot of things that are critical to get right in that two month window to make sure you’re ready.

1More Team



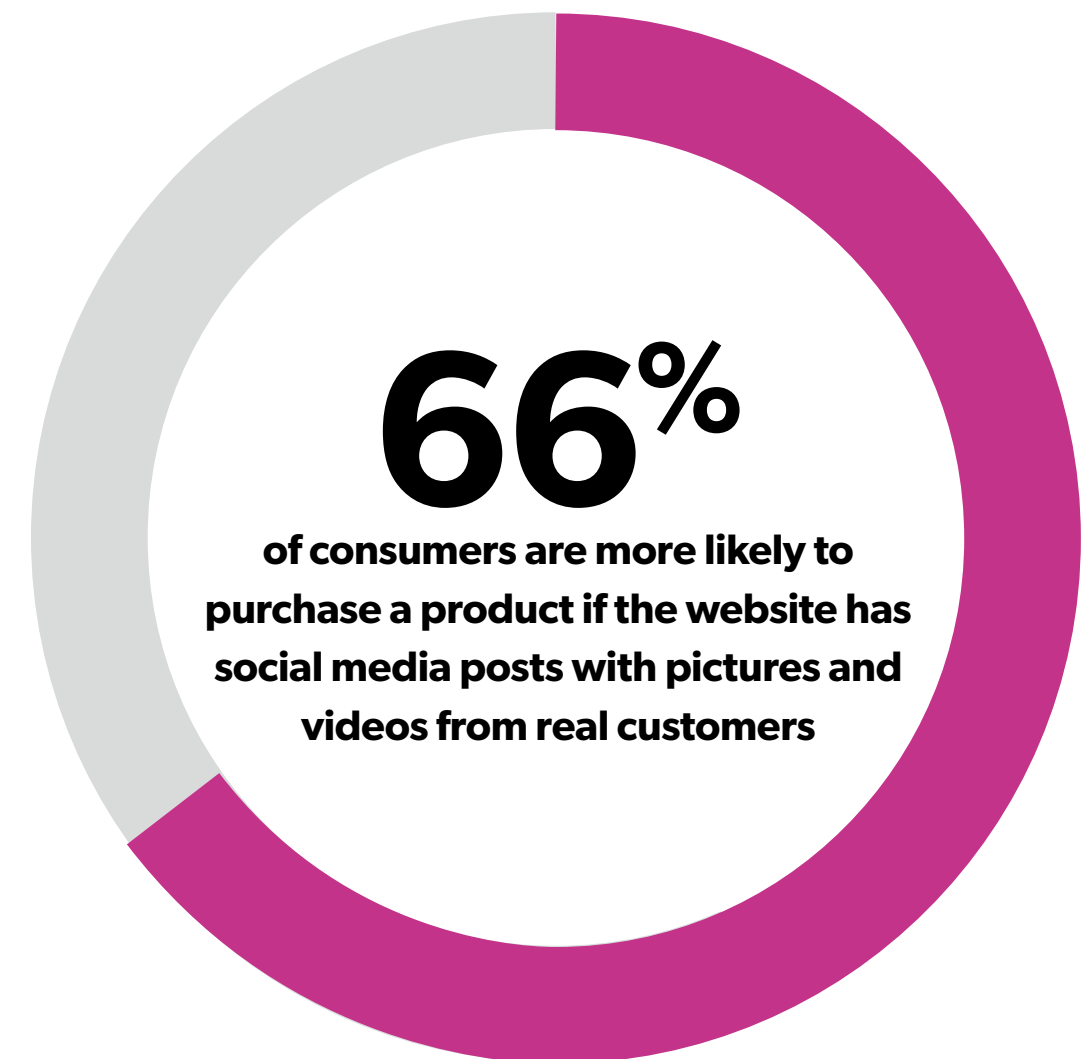
There are a few key levers to consider when planning out awareness campaigns:

1 INFLUENCERS

Social media plays a critical role with today's shoppers, and influencer marketing is an increasingly valuable tool for marketers.

In a recent study, we found that 57% of respondents said they had bought a product they first heard about on social media, and 66% of consumers are more likely to purchase a product if the website has social media posts with pictures and videos from real customers.⁷ Depending on your audience, it may make sense to pay influencers to promote your product. Whether enthusiastic brand advocates, bloggers, or celebrities, influencers have broader reach, engaged audiences, and more trusted content.

For some brands, this might be influencers on platforms such as Instagram. For other brands, influencers in the mommy blog space might be more fitting. There are a lot of watering holes, and it's important to find out where your target audience is and reach them there.



2 THE PRESS

For some brands, it makes sense to corral press attention — and it's a doable proposition. Start by identifying the publications that your target audience reads, including top tier, lower tier, and trade. Building your media list early is critical, and you should know exactly what they cover.

A few weeks ahead of your launch, send embargoed collateral to the reporters at those publications. If you can give samples to reporters in exchange for reviews, this can be a great tactic. But you'll definitely want to have a press kit with high-quality imagery, a list of FAQs, and at least one trained spokesperson.

If you're talking to a product analyst at a publication, it's important to keep in mind that while marketing terminology has a place, most analysts want to know what something does and how it does it.



3 TRADITIONAL ADVERTISING AND MARKETING

From social media ads to online banners, you have a lot of tools at your disposal to get your product and brand in front of as many people as possible.

While you may or may not have the budget to buy billboard space, social media offers a way to build out ads and target audiences that are more likely to resonate with your messaging.

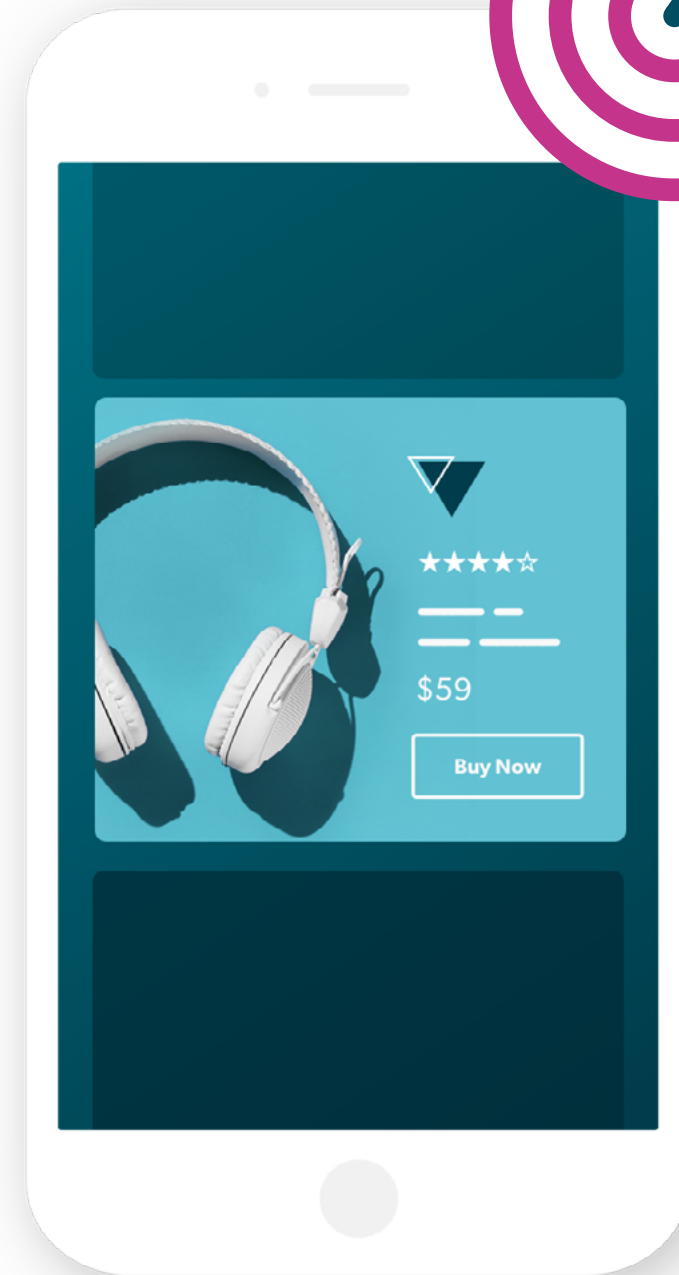
It's important to be strategic here in identifying where you'll place your ads, and what audiences you'll target — you'll also want to pay attention to performance, if possible, so you can tweak your ads accordingly to improve your metrics.

If you have the budget for it, consider partnering with an advertising agency. Agencies often aggregate shopper data to help you target shoppers in places beyond what you can see. Agencies also have the added benefit of working with you to identify metrics and strategies for success, and then iterate and improve on your campaign performance over time.

Other traditional marketing techniques include email marketing campaigns, which can be very effective and easy to track the performance of.

One way to improve the performance of pre- and post-launch advertising and marketing campaigns is to include customer reviews in your creative materials. Typically called word-of-mouth advertising, including positive customer reviews in ads and marketing messaging has been shown to be more effective at generating awareness and consideration among shoppers.

When Merrick Pet Care used word-of-mouth advertising, it saw a 218% performance increase.⁸



4 EVENTS

Depending on your industry, events can be a fantastic way to get in front of the right people and show your product off on your terms. For some, this might involve an industry event with a pre-baked audience — for others, this might involve hosting your own events.

Overall, events can be a great way to talk to people face-to-face, and put your product in their hands. But always head into events with a firm plan for success. These can often be crowded events, and without a strong strategy in place, it can be difficult to break through the noise.

5 PARTNER MARKETING

Co-marketing can be an incredibly effective tactic, and it can pay dividends to identify partner opportunities to improve the visibility of your product. The goal here is to identify partners, such as retailers, that share your goals. Tactics here might include email campaigns, traditional advertising and marketing campaigns, pop-up booths in brick-and-mortar stores, and even sales. The goal here is to maximize your exposure and leverage additional channels to get your message and product in front of more people.

Get customer reviews in place before the big launch

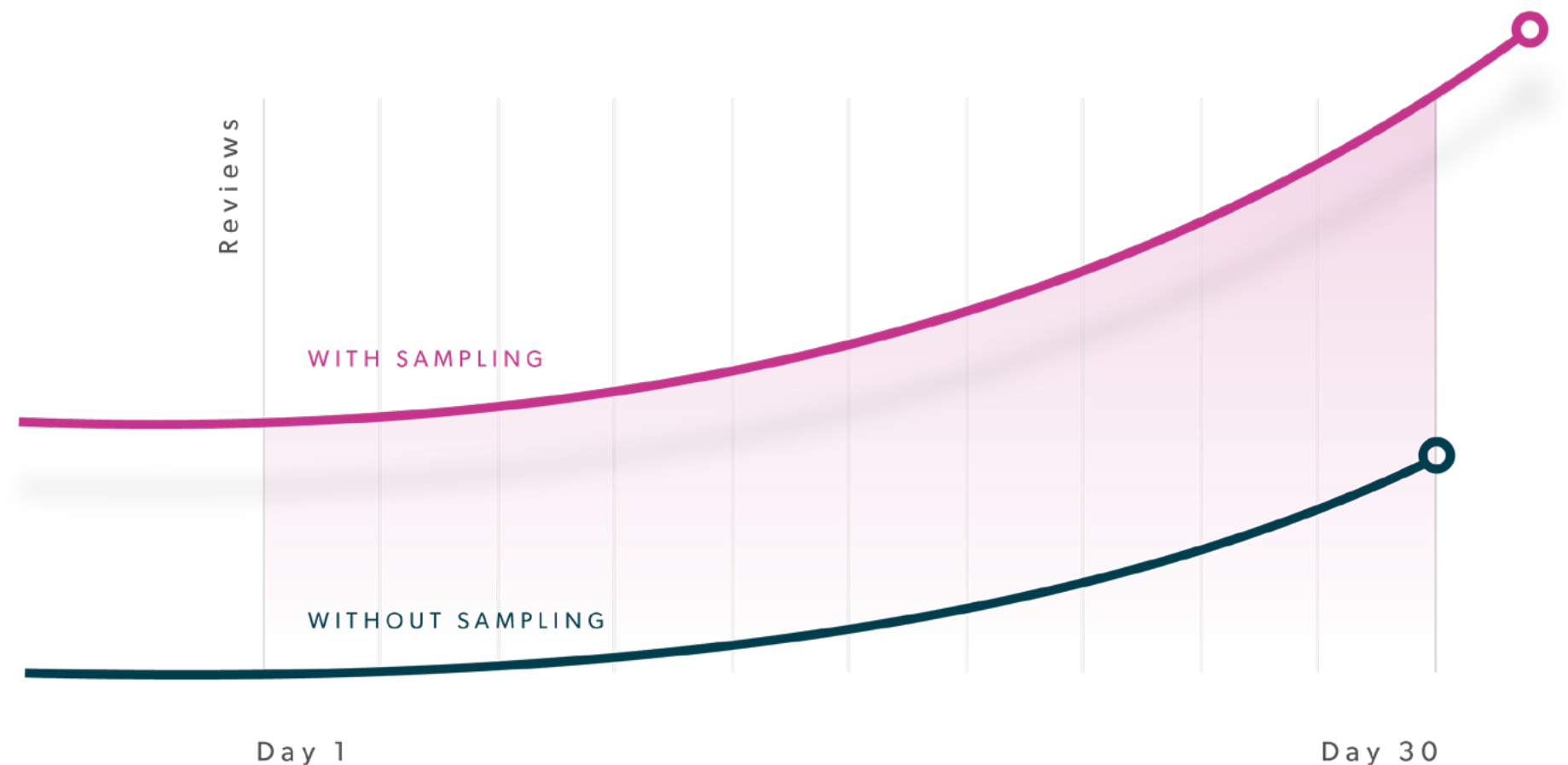
A powerful play when planning out a product launch is to collect customer reviews, and have them displayed on your product pages — and even in your marketing and advertising copy — on day one.

“In working to build awareness out of the gate, the most important thing is to show and share feedback from customers,” says Allison Grossman, the co-founder of the personal care brand The Seaweed Bath Co.

Studies have shown that **one review can boost sales by up to 10%**, and **50 reviews can increase sales by up to 30%**.⁹ That makes reviews an appealing part of launch planning for brands — and all the more appealing due to the fact that marketers are often able to distribute reviews to multiple retailers and e-commerce platforms.

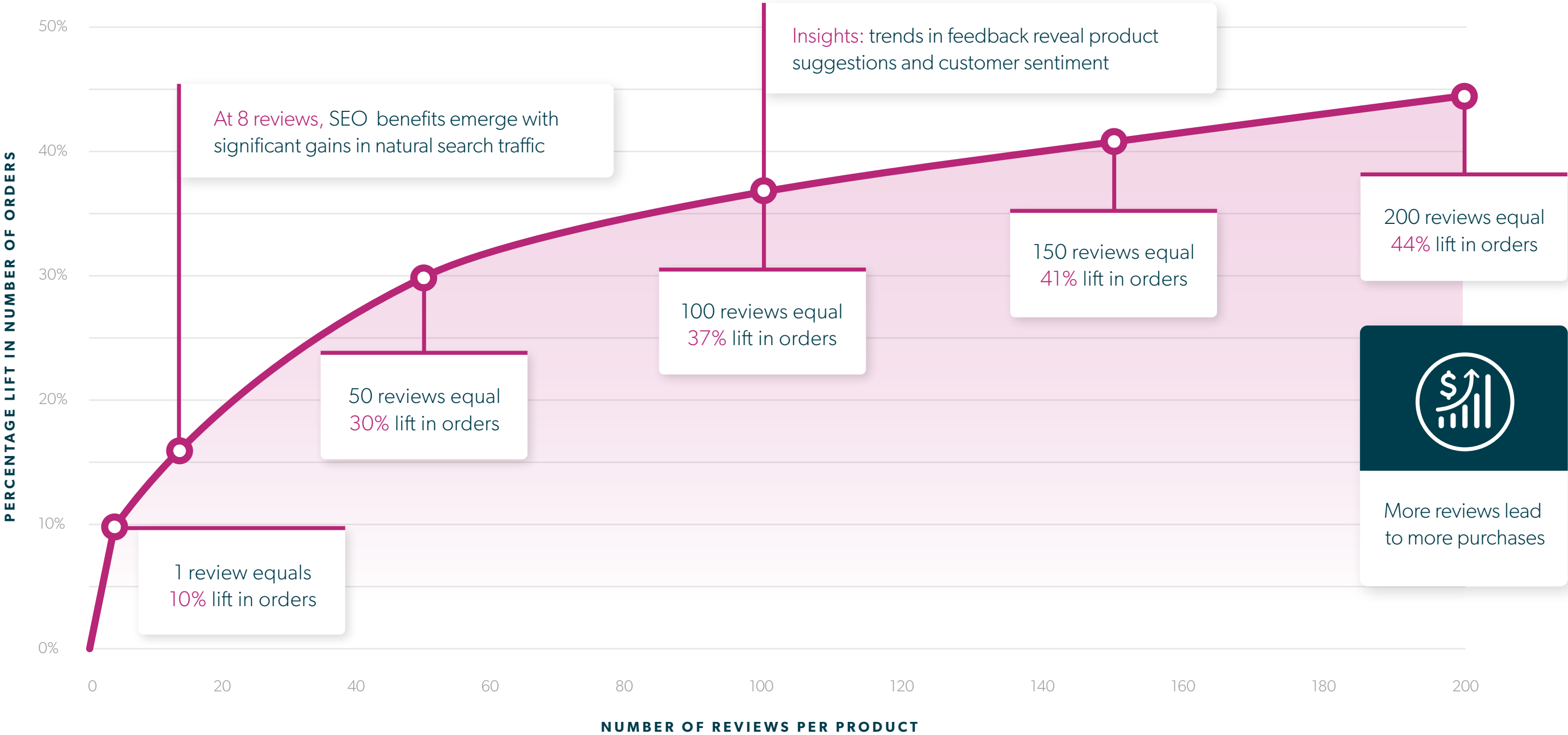
“We turned to a sampling program to get reviews in place before our official launch,” Steele says, explaining a strategy Burt’s Bees pursued to get reviews in place on day one. “We had a goal of 20 reviews per product, and ended up with an average of 37 to 41 reviews per product that had an average 4.8 star rating. From there, we distributed these reviews out to 15 of our key retailers.”

The net positive: Stronger sales on day one and excellent star ratings — and helpful reviews — on all products to improve the customer experience.



The milestones you'll hit, by the numbers

AVERAGE REVIEW VOLUME MILESTONES



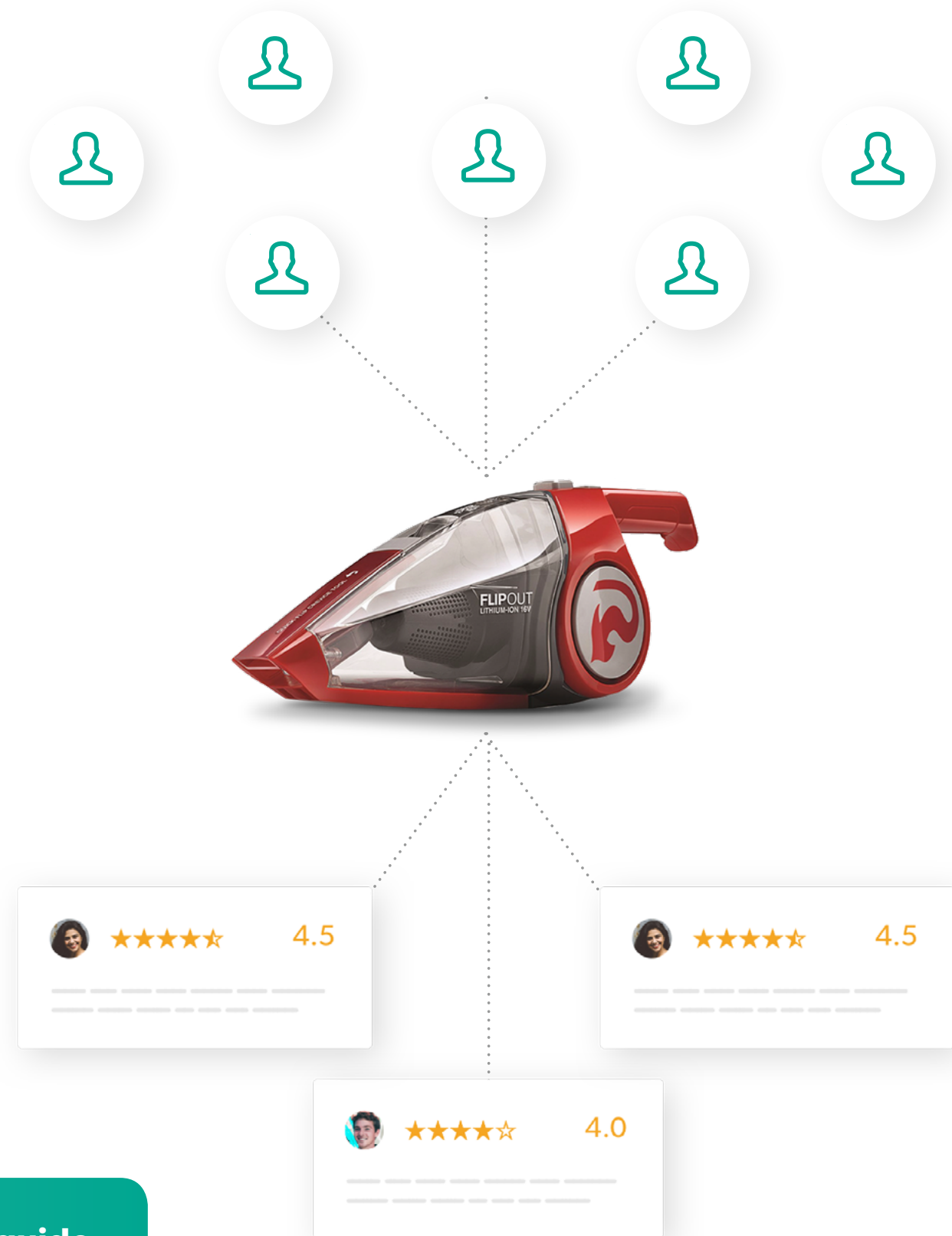
“When you start with more reviews and higher-quality reviews,” says Jim Deitzel, the director of digital marketing at TTI Floor Care North America, which owns popular brands such as Hoover and Dirt Devil, “you start seeing more people buy, which leads to more good reviews, which in turn generates more sales.”

“You really need customer reviews to sell a new product on a retailer’s site,” says David De Nino, the director of e-commerce at the personal care company DS Labs.¹⁰ “But you can’t get reviews from the retailer’s customers until after they buy the product.”

Enter product sampling. Product sampling programs allow brands to send out products in exchange for reviews, and are a common tactic among brands to build out product page content prior to launch and grow awareness.

“For us, reviews are critical,” the team at 1More says. “We find in online shopping that reviews are a huge component in building customer perception to take a chance on a brand they might not have heard of.”

Sampling programs allow brands to have reviews in place on day one, improving consumer perception out the gate.



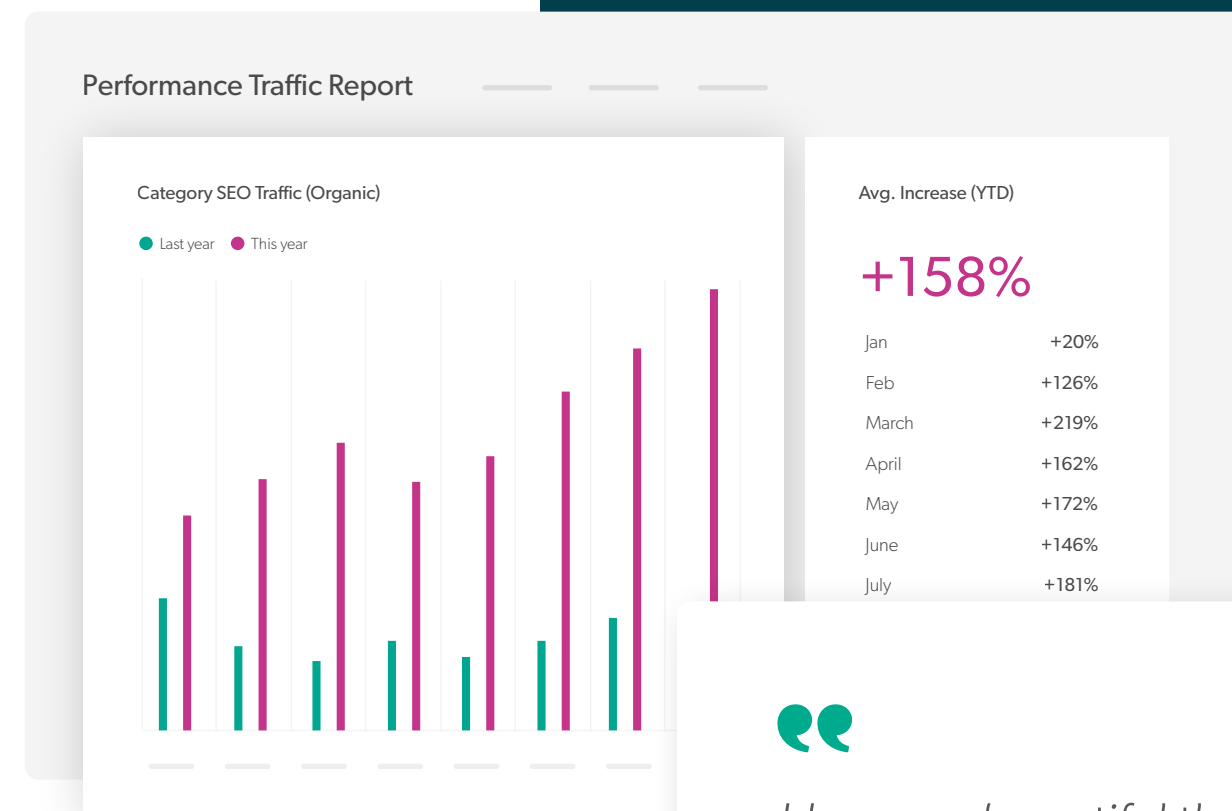
[Learn more about product sampling strategies in our brand-focused guide.](#)

POST-LAUNCH TIPS AND TRICKS

Maximizing your returns

You've done it — you've launched your product. But your job isn't over. From improving your product descriptions to approaching your product pictures iteratively, and improving them based on customer feedback, there are a number of ways to ensure you maximize your returns.

Let's explore some key strategies to keep your product sales strong.



However beautiful the strategy, you should occasionally look at the results.

Winston Churchill

Prime Minister of the United Kingdom¹¹



How to get your product to show up higher in search

Whether it's Google or a retail site, search is a key part of today's shopper experience. It's how shoppers find you and sometimes even discover you. That makes it critical to show up high in search.

Search engine optimization (SEO) is a strategy, or art, that deals with optimizing search terms to raise your ranking on search engines such as Google, Bing, and even retail sites. SEO is a fairly straightforward practice: If you describe your product in terms people are searching for, it's more likely people will find your product.

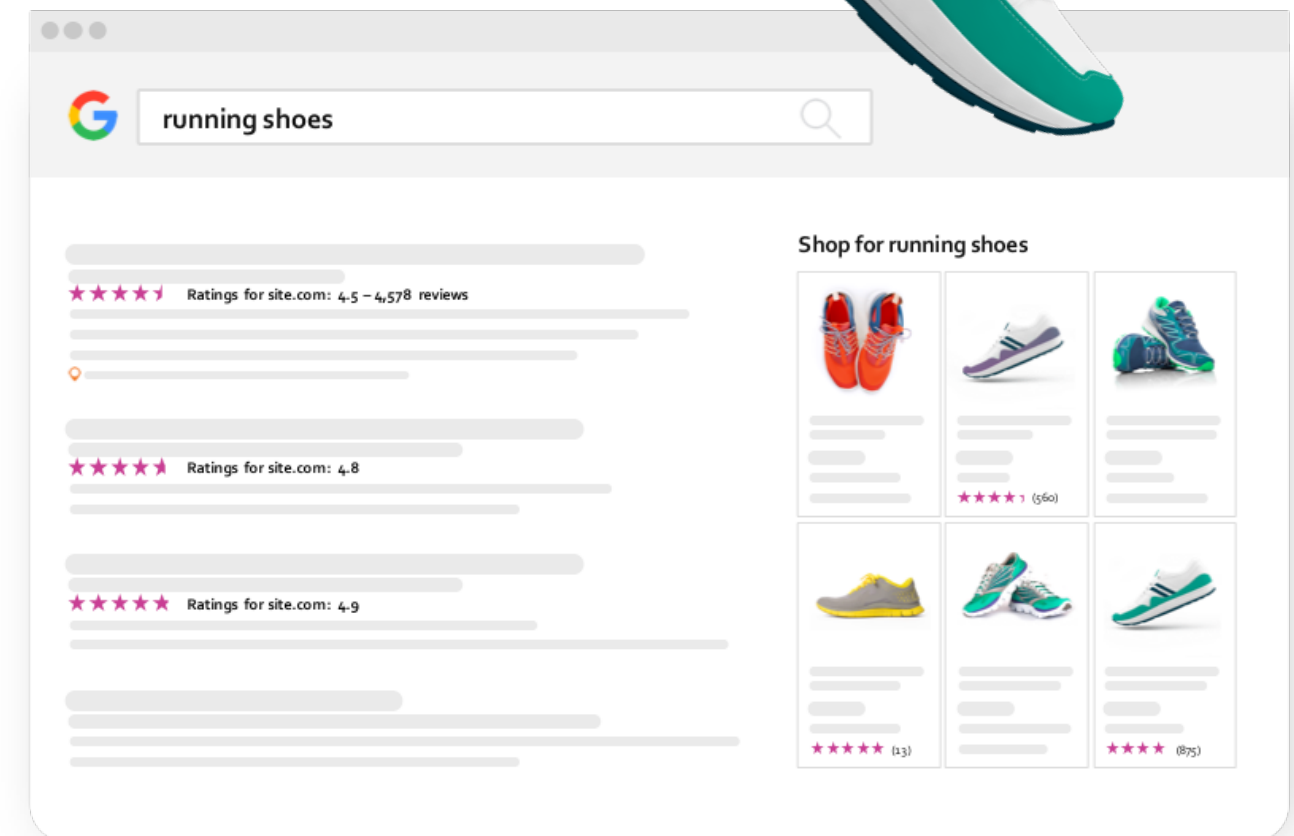
According to Walmart, there are several things to keep in mind when optimizing your product page SEO¹²:

PRODUCT NAME

All product names should be 50-75 characters long "for best readability and SEO results," and should be unique enough that they're not "used word-for-word on other websites." Other tips include putting product attributes in the product name. If your product is gray, for instance, it can often help to include that in the product name itself.

IMAGES

The more images you have, the better. "Customers are more likely to purchase an item with more images," Walmart advises. But here's a fun fact: If you name your image files, you can get more SEO value out of them. Keep a consistent naming schema, so that your product name is in all the image files. You can also include additional attributes of the product.



KEY FEATURES

Your product description is a goldmine for SEO, and you should treat it as such. “Include three to 10 of the most important benefits and features of your item [in the product description],” Walmart says. “Call out specific details about the item and provide complete information. Do not repeat what the item is or include generic, meaningless information or vague marketing phrases.”

DESCRIPTION

Beyond just calling out your key features, you should also take to writing a paragraph or two about what your product is. You’ll want to make sure you’re as descriptive as possible, and unique in your telling. “Write copy that is specific and informative, not just fluffy or generic,” Walmart says. “Show expertise, knowledge and authority with facts and tips. Be clear and conversational when writing. You’re helping customers make an informed decision; you’re not trying to sell them on anything. Some slang is acceptable – as long as it doesn’t break an authentic, straightforward tone – since it captures more key terms.”

CUSTOMER REVIEWS AND Q&A.

Of course, you’ll often miss out on some of the more natural language descriptions of your product — you can’t always get everything into your description.

That’s where customer reviews and Q&A come into play. By giving your customers a microphone, you open yourself up to a slew of additional search terms in their reviews, which in turn generate additional SEO for your product page. Google, in particular, takes product reviews into account when evaluating search rankings. It also looks to the freshness of content, so the more recent your content, the better.



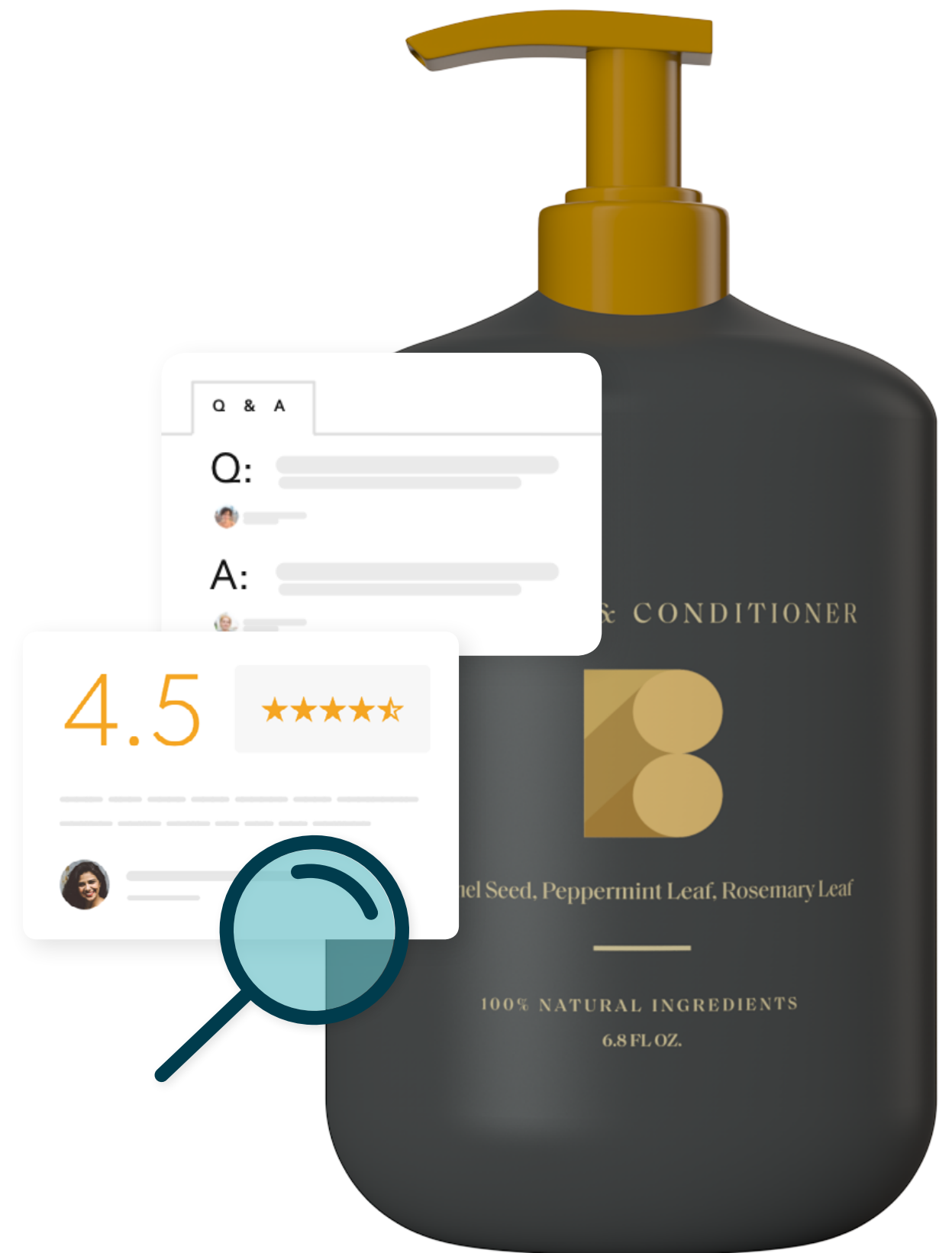
Mine customer reviews and Q&As for insights

Customer reviews and Q&A do more than give you additional SEO value — they also give you a lens into what your customers think about your products, and offer insights into what’s working and what’s in need of fine tuning in your messaging.

At the most basic, reviews and Q&A show you what customers think. Five-star reviews, for instance, might give you excellent marketing ideas for language and feature highlights that are resonating. But if you use analytics tools, such as word clouds and keyword identifiers, you can extrapolate trends that can be helpful to understand what your customers think.

A good rule of thumb is that three- and four-star reviews, which tend to speak highly of a product before saying “but...”, often offer up product and messaging suggestions that can be actionable. In contrast, one- and two-star reviews often reveal pain points in your product or messaging that need to be addressed.

“When you start going through product reviews, you have to start sifting through what consumers are saying about your products — do they like them? Do they have pain points?” Pearlman says. “Learning what your customers are saying can be hugely beneficial to refining your overall positioning. What’s more, you can see the impact you’re having on people’s lives in a concrete way. That type of anecdotal evidence is invaluable.”



Likewise, customer Q&A can often shine a light on where you have information gaps. If you keep seeing the same question come up, or if a lot of people are engaging with one question in particular, it can be a sign that you need to incorporate that information in your product description.

The more information you can give shoppers, the better — but it can often be difficult ahead of a product launch to anticipate all the questions a shopper might have. Customer reviews and Q&A offer a great way to engage with your customers, uncover insights, and find out where you have room to improve your product offerings.

Alternatively, knowing what features are resonating with your target audience can help you highlight that information in advertising and social media posts to reach others.



*The customer isn't always right. But if you don't listen to them, your product won't be either.*¹³

Oli Gardner
Co-Founder
Unbounce

Fine-tune product page descriptions and creative assets

Here's a rule of thumb: You should always try to approach your product pages as iterative and evolving. Between listening to your customers through reviews and Q&A and keeping up with the latest keywords, your product pages should always be a work in progress with room to grow.

"You've got to make sure you have good product pictures, excellent content, and that ultimately consumers are having a great experience and writing about it," Pearlman says. "It can be liability if content isn't there. From reviews to product copy, you need to have this stuff in play."

He continues: "My general approach is to think around every single touchpoint and make sure our messaging online and in the store and on our packaging and through our promotions all aligns. We start at the store level and study our packaging and customer experience, and then move up to the retailer level so I can find out what opportunities and insights they have to offer. At present, that means I'm making sure our content on their sites, in their stores, and on our website all aligns."

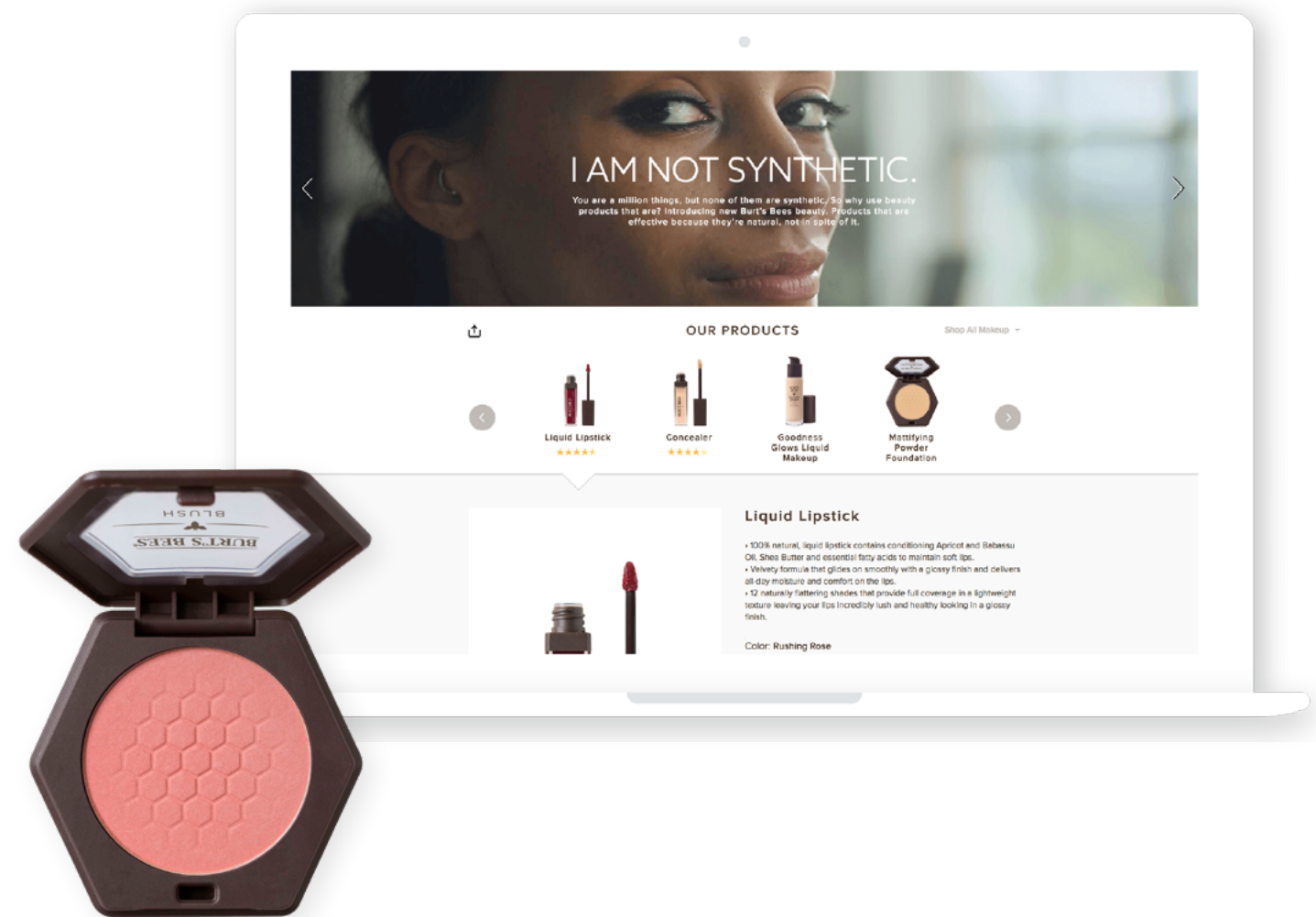
Burt's Bees had a similar experience when launching its first line of cosmetics products.

"During phase one of our launch, we built out a landing page called notsynthetic.com, which combined content and e-commerce in one place to help our shoppers find all the information they needed and then make buying decisions accordingly," Steele says. "One part of this page was a shade-finding tool, which helped people decide what shade worked for them.

With the help of tracking tools, this shade finder, in particular, helped us find out what our customers wanted to know, and helped us refine our educational materials."

Burt's Bees ended up incorporating a shade-finding tool into its product pages across its retail partners, and saw sales inch up accordingly.

Examples like these demonstrate how savvy marketers approach a product launch, thinking of the product pages and marketing collateral as the first versions in an evolving roll out.



Take this with you

Launching a product successfully requires integrated teamwork, and a planned out day-one strategy. But even after the launch day, savvy marketers work to improve their marketing collateral and product pages, as well as iterate on their own successes.

Wherever you are in the process, it's critical to do your due diligence to understand your target audience and home in on what works — and what doesn't — in your go-to-market strategy. Here are three takeaways to keep in mind when planning a product launch.

1. KNOW WHO YOUR TARGET AUDIENCE IS — AND HOW TO REACH THEM

Identify your target customers and then figure out where — and how — to connect with them. Whether it's social media or traditional billboards, or even influencer marketing, you need to have a firm strategy in place for building awareness around your product and brand. Think through co-marketing opportunities, and how you can lean on partners to bring your product launch to a bigger audience.

2. THINK THROUGH THE ENTIRE SHOPPER EXPERIENCE AROUND YOUR PRODUCT

From the in-store experience to your product pages to your educational collateral, it's critical to approach your product and brand from all angles to identify information gaps — and opportunities to make an impression.

3. THE WORK DOESN'T END AFTER THE BIG LAUNCH DAY

A product launch is a marathon, not a sprint — and the finish line is constantly moving. Be prepared to iterate on your successes and identify areas for improvement. Study customer reviews and Q&A for insights into customer satisfaction and pain points, and don't be afraid to improve your creative assets and product descriptions.



Planning a product launch? [Talk to us](#) — we can help.

About Bazaarvoice

Bazaarvoice connects brands and retailers to consumers, so that every shopping experience feels personal. From search and discovery to purchase and advocacy, Bazaarvoice's solutions reach in-market shoppers, personalize their experiences, and give them the confidence to buy. Each month in the Bazaarvoice Network, more than 900 million consumers view and share authentic content including reviews, questions and answers, and social photos across 5,700 brand and retail websites. Across the network, Bazaarvoice captures 1.8 billion shopper signals monthly — data that powers high-efficiency digital advertising and personalization with unmatched relevance.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices in North America, Europe, and Australia. For more information, visit www.bazaarvoice.com

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