

What's the Key to a Successful Product Launch by a Marketing Manager? Here's a Guide to doing it Right!

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http://www.mindvalleyinsights.com/wp-content/uploads/2016/01/shutterstock_287787359-1140x641.jpg

It's not all development and sales. In fact, if there were no intermediaries to pack it all up and send it to consumers with a shiny bow clip, most product launches would go by terribly unnoticed. It's in the product marketing manager's job description to turn every idea into the next big thing on the market.

Here's how to do that right.

Team Up with the Product Manager



<https://collaborationsolution.files.wordpress.com/2015/11/business-collaboration.jpeg>

Drawing the line between a product manager and a product marketing manager is not always easy. In smart companies, they are seldom the same person – while the first one has the ultimate responsibility for the product, the second one is responsible for communicating the product's value to the market.

However, the two of them must work together to ensure the best possible product launch.

As a marketing manager, you need to approach the product CEO and learn the problems the product is trying to solve for the target audience. Also, address questions like why, how, and for whom it was designed to get a better understanding of the product. In other words, you need to become the product expert, so make good use of your project collaboration software and team up.

Be the Boss of Your Market Space

Of course, your primary responsibility is to stay in charge of the market and align the soon-to-be-launched product with consumer needs and expectations. You'll need to return to your ideal buyer persona and revisit his or her purchasing mindset. Moreover, you'll need to answer these questions:

- What defines this market space?

- Is it on the verge of disruption or is it increasingly competitive?
- How does your product fit in the current demands of the market?
- Who are the people who inhabit it?
- What are their pain points and preferences?
- How to approach them to ensure conversions?

Set S.M.A.R.T. Goals

New products are being developed to cure newly emerged pain points or to disrupt the industry and establish a company as a leader. When you add profit to that, you've got a general set of objectives that every product launch needs to accomplish. What you need is a specific goal that can be measured.

It will have something to do with customer acquisition and retention.

But what are the actual projections?

How many new prospects will it need to convert to be successful? Will these prospects come from your current target audience or will you tap into another pool? If you plan to retain existing customers, how will they respond to the new product? Define your goals and make them S.M.A.R.T.

Nail Your Messaging Right

It's only then that you can start building a message to broadcast the official launch. To grab your target audience's attention, this message must be sweet and simple, but informative, engaging and convincing at the same time. Stay focused on the product's core value (what it does) and the USP (how it does that).

You'll need a catchy tagline to catch the audience's eye, a concise explanation of the pain points the product will solve, a short list of its main features, a value proposition that will differentiate it from other similar products on the market space, and a brief positioning statement. Think like a customer.

Build a Tangible Argument



<http://www.creative-commons-images.com/highway-signs/images/free-trial.jpg>

This messaging is the alpha and omega of marketing a new product, but it's unfortunately not enough. You'll still need something tangible for potential consumers to taste. A scenario such as this is typically a promotional freebie, a demo, free trial, or a product sample that takes the lead to the pipeline's edge.

For this, you'll need to outline a customer conversion path. What is the main prize, aka the conversion point, and what stages a prospect must go through before landing there? Attain a clear insight into their purchasing behavior – know what motivates them and how they make decisions.

Test, Fix, Fine-Tune, and Repeat

A couple of weeks before the official launch, go back to your S.M.A.R.T. goals and run a beta version of the product. The testing phase is where you reach out to the first consumers and give them an opportunity to rate what you've made. Gather feedback and compare it to your predictions and goals.

In case something's not right, you'll have a chance to fix it in time for the big launch.

Broadcast on the Best Channel

Every product marketing manager must ask themselves, what's the right way to determine the best channel for broadcasting the message and launching the product. The rule of thumb here is to be where your ideal buyer persona is, so pick one main approach route and a few others to support it.

Communicate and Collaborate

Days before the launch, turn to the sales team and customer support representatives to define a holistic customer success strategy. For this, you'll need to coordinate your marketing message, a suitable sales tactic and the most effective customer support approach, and make them consistent.

As the big day approaches, things tend to become a little hectic. That's why it's important to consolidate interdepartmental communication and rely on your real-time collaborative project management software. Keep everyone in the loop and devise a contingency plan to put out any fires.

Use Momentum to Catch and Retain

If you think the first couple of days after the launch will be any easier, think again. If you're waiting for the moment when your job will get officially done, don't start counting your days just yet. Post-launch is the time when you need to see your project through and prepare the sales people to carry the torch.

To use momentum, convert as many new customers as you can, and retain as many existing ones as possible, expand your original message and launch narrative with fresh promotional material and more freebies. Broadcast attractive videos, engage influencers and use email to nurture your leads.

Let's Conclude...

Marketing-wise, a product launch is an opportunity to bring the entire company to the new grounds in just a couple of weeks. It's always tough, but never disappointing when done right. Make sure to follow these guidelines, specify a roadmap, communicate with all teams, and stay fixed on the goal.

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David Miller is a technical writer; his works are regularly published in various papers and top-notch portals. His rich experience in [project collaboration software](#) helps him offer latest and fresh perspective on improved efficiency in work flows across organizations. His informative works on similar lines can be reached out on ProProfs Project.