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Not Your Ordinary Product Launch

launch (verb)- the act of blasting off or propelling with great force

The very word “launch” brings with it mental images of a forceful and powerful, forward thrust that will catapult your new product far ahead of the ordinary, mundane and readily available items of today.

But is it actually possible in this age of information overload to launch a product with such finesse and direction that it absolutely hits the intended target market? The answer to that question is a resounding yes.

Product launches of today are the result of years of scientific research, trial and error and precise formulas. Breaking a product launch down into simplest terms for guaranteed success is not as difficult as you may think. Here are the steps, and if carried out in this order, will bring a high powered and forceful launch that will not soon be forgotten.

Step 1 – The prelaunch. The movie Ghostbusters wasn’t exactly a product, it was simply a movie. Do you know what the difference between Ghostbusters and other movies of its time were?--A superbly executed prelaunch. Do you remember all the ‘no ghost’ signs? They were everywhere, and nobody knew what they meant. But they built hype and anticipation for months before the actual product ‘or movie’ launch. The end result was a top grossing movie.

Plan a pre-launch for your product. Advertise without giving every detail away. Build some anticipation. It will work wonders.

Step 2 – Once you’ve conducted your prelaunch it’s time to seed your market. Get your product into the hands of influential consumers. Offer limited trial offers, send out free products to review sites and saturate your target market with prizes, discounts and freebies. This will stimulate sales and build credibility.

Step 3 – Obtain endorsements. Credibility is a key factor to product launch success. Take the time to meet with influential industry leaders, physicians, bloggers, analysts and of course—the media. Let’s face it, if you can get an industry leader or a highly recognized figure to put their seal of approval on the product, you are home free.

Step 4 – Support your product with training, forums and online support. When a consumer believes that you won’t leave them hanging if they have a problem, your product is poised for success. Use Youtube videos, DVD’s, eBooks and even on-location training. A strong support base with excellent customer service will give your product the high powered forward thrust it needs.

Step 5 – This is probably the most important step because it will keep your product from experiencing the fifteen minutes of fame syndrome. Have a killer website built that is pleasing to look at, easy to navigate and even fun. Once your site is set up, do everything you can to reach your customers and develop meaningful relationships with them. Have a blog, be real, listen to their suggestions and grow with the changing times. Some products that may be middle of the road, have such exceptional websites, they keep their customers loyal. One of those is Kraft. Kraft is a household name, but maybe nothing earth-shattering, until visitors happen upon their website. Need to make dinner? Type in three ingredients that you have on hand and the Kraft website will provide you with a list of easy, quick and healthy meals. They also offer plenty of money saving coupons, desserts that moms can make with their children and more. Kraft has a solid, user friendly, fun and exciting website. A 'must have' in today's ruthless market.

Follow these simple but vitally important steps for your own product launch and it is will be a true launch that will catapult your product to front and center stage!