

NEW PRODUCT AND SERVICE LAUNCH CHECKLIST

ISSUE:

How do I launch a new product or service effectively?

RULE:

Integrated marketing and team planning are key factors to launching a new product or service.

Marketing Checklist

- ✓ Web Page
- ✓ Web Pop / Banner
- ✓ Social Media Announcement
- ✓ Social Media Discussion
- ✓ Live Consultation / Live Video / Before and After Images
- ✓ Eblasts

In Office Checklist

- ✓ Poster
- ✓ In Office Flyer
- ✓ Checkout Discussion

Team Training Checklist

- ✓ Everyone should understand the value proposition.
- ✓ Utilize corporate training documents.
- ✓ Start a kick-off incentive program.