

Launch & Marketing Programs Worksheet

Type of Program	Advantages	Disadvantages	Typical Costs
Direct Mail	<ul style="list-style-type: none"> - Can obtain high-quality lists for targeting - Results can be measured 	<ul style="list-style-type: none"> - Requires long lead time - Expensive - Direct mail often ignored/thrown out 	<ul style="list-style-type: none"> - \$10,000 and up - Creation of mailer - List rental
Email Campaign	<ul style="list-style-type: none"> - Inexpensive - Even with low response rates large lists can generate significant numbers of leads - Can be executed very rapidly 	<ul style="list-style-type: none"> - If using rented lists your domain may be blacklisted as a spammer - Overuse to your own customer list will result in much lower response rates - Need an email solution (Constant Contact, Lyris, etc.) for large campaigns 	<ul style="list-style-type: none"> - \$20/month for a basic email solution up to \$5k/month - List rental
Adwords/Yahoo Ads	<ul style="list-style-type: none"> - Can implement very quickly - Leads sent to your site are targeted based on the keywords you choose - Can be inexpensive if you have a unique product and set of keywords (\$.05/click) - Can track results and calculate ROI 	<ul style="list-style-type: none"> - Need to invest time learning about how it works so you aren't penalized for a long time for poorly performing ads - Can be very expensive if you are in a crowded product category (\$5/click or more) - May be a limited number of searches for the terms you choose – less leads 	<ul style="list-style-type: none"> - \$50/month and up
Print Advertising	<ul style="list-style-type: none"> - Can gain wide awareness in publications your target customers read - Boosts you brand presence and likelihood that prospects will respond when they see other programs later 	<ul style="list-style-type: none"> - Expensive - Long lead time to execute - Print media's effectiveness has continued to go down 	<ul style="list-style-type: none"> - \$10k and up - Creation of ads - Hiring ad agency - Paying for spots in publications
Public Relations	<ul style="list-style-type: none"> - Can get to targeted analysts and press people to get articles written in venues that prospects read - Boosts you brand presence and likelihood that prospects will respond when they see other programs later - Press articles often more credible to prospects than advertisements 	<ul style="list-style-type: none"> - Takes extensive time and effort - If you are not well-known as a company you may not be able to get press/analysts to talk with you or cover your announcements - May have to hire a PR firm to make introductions and get you in the door - Can't be sure how much or little coverage you will get until the launch happens - Creates relationships with press to boost your product review program 	<ul style="list-style-type: none"> - \$5k-\$10/month for small boutique PR firm - \$15k and up for a well-known PR firm - Need to have PR firm on board 4 months before and 2 months after
Events & Trade Shows	<ul style="list-style-type: none"> - Can reach targeted group of prospects - Industry and press exposure 	<ul style="list-style-type: none"> - Expensive - Takes a large amount of resources - Trade shows being attended less - If holding a private event you may not get a lot of attendance 	<ul style="list-style-type: none"> - \$20k and up for a launch event or trade show - Travel, booth and other expenses for trade shows
Webinars & Seminars	<ul style="list-style-type: none"> - Can reach targeted group of prospects - Webinars are inexpensive - Can follow up directly with attendees 	<ul style="list-style-type: none"> - May be difficult to get a large audience - Seminars can be expensive 	<ul style="list-style-type: none"> - Webinars: \$1000/year for GoToWebinar - Seminars - \$5k/day for room rental, projector, refreshments, travel, etc.
Social Media	<ul style="list-style-type: none"> - Messages can go viral - Helps with search engine optimization for your website and drives traffic - Excellent if your target customers use Facebook, Twitter, read blogs, etc. 	<ul style="list-style-type: none"> - Takes a long time and a lot of effort to build a following - May never get to critical mass - Difficult to predict how many leads will result 	<ul style="list-style-type: none"> - Blogging is free: use WordPress or Blogger - Facebook fan pages are free - Twitter is free - YouTube is free - Only cost is the time and effort required to create compelling content and promote it
Channel Marketing	<ul style="list-style-type: none"> - Allows you to leverage your channel partners to reach prospects more effectively - Increases the visibility of your products in channel 	<ul style="list-style-type: none"> - Expensive - Requires long lead time and coordination with partners 	<ul style="list-style-type: none"> - Typical channel marketing programs cost at least \$10k - Collateral, contests for salespeople, other materials (if retail)