
6 STEPS TO NAILING A MULTIPLE MARKET PRODUCT LAUNCH



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YOU'RE A CHIEF
MARKETING
OFFICER WITH
A TIGHT BUDGET.

You have a new product to launch, and your challenge is releasing it to multiple market locations. For maximum impact, you want to release the product to a number of locations simultaneously, instead of an initial launch followed by staggered localised releases.

You know pulling off a successful product launch is no easy feat, particularly in multiple locations. Your vendors and distributors have heard the whispers of a new

product and are excited to find out more. Your CEO is looking for immediate results and time is not a luxury you have.

WHERE TO BEGIN?

During the planning and lead up to a multiple market product launch there are lots of things to pay attention to and keep track of. Without key preparation, the chances for success reduce dramatically when dealing with multiple locations.





**THESE SIX STEPS
WILL ENSURE
YOU PLAN WITH
PRECISION
AND EXECUTE
YOUR LAUNCH
EFFECTIVELY
FOR HIGH-IMPACT
RESULTS.**

1

DEFINE YOUR TARGET CUSTOMERS

IT'S IMPOSSIBLE TO MARKET A PRODUCT EFFECTIVELY IF YOU DON'T KNOW WHO YOU'RE MARKETING IT TO.

Before you begin planning your multiple market launch, it's essential to know your target customers and determine the markets that will bear the most fruit for your product. With an accurate understanding of your target market, you'll set

yourself up for success in the later stages of the launch execution. Without it, hard work and effort can be wasted battling in the wrong direction, and you won't get the results your CEO is expecting.

TO DEFINE YOUR TARGET CUSTOMERS, ASK YOURSELF THE FOLLOWING QUESTIONS:

- Who are your ideal target customers (who will your product appeal to)?
- Where are your ideal target customers located with the highest level of saturation?
- What locations have the highest influence on the market and will create the most momentum for the product?
- What areas are known for adopting new products readily?



2 RESEARCH VENDORS AND DISTRIBUTORS

THE SUCCESS OF YOUR PRODUCT LAUNCH WILL BE MEASURED BY THE SALES YOU MAKE IN THE MARKET. WHEN ENTERING MULTIPLE MARKETS AT ONCE, THE EXPECTATION OF RESULTS INCREASES SIGNIFICANTLY.

To go live with your product, you need vendors and distributors that are on-brand in relation to your product that will connect you with their customers immediately.

Find the ones that have the closest relationships with your target customers to increase the speed to market. Customers that will be willing to adopt a new product and be influenced by the recommendations of the vendor or distributor. New products require good relationships for the initial sales to be achieved.

Before the launch, communicate with those vendors and distributors to understand their business and who they are reaching out to. What is the profile of their customers, how often do they visit with them. What has been their experience with new products being released through them in the past. What do they typically need to assist them in launching new products?



3 LESS IS MORE: LIMIT YOUR NUMBER OF SERVICE PROVIDERS

THE MORE SERVICE PROVIDERS THAT ARE INVOLVED IN THE PRODUCT LAUNCH, THE MORE LIKELY IT WILL FAIL.

WHY?

Say for example you are using ten different venues with ten different audio visual providers and caterers. With so many elements and people involved, essentially this creates ten times the risk of a disaster during your launch.

Limiting the number of third party service providers you use, not only reduces such risk, it means your workload is greatly reduced by eliminating the need to repeat the same communications and instructions with each vendor.

You want one well-chosen service provider handling multiple locations to reduce errors in bookings, guest experience, distribution and miscommunications. Cliftons venues have the capability to deliver simultaneously across all sites allowing you to achieve the one service provider requirement.



4 CREATE A GO-TO-MARKET STRATEGY AND BRIEF YOUR INTERNAL TEAMS

WHAT DO YOUR SALES, CUSTOMER SERVICE, AND FINANCE TEAMS NEED TO DO TO PREPARE FOR THE PRODUCT LAUNCH?

Make a go-to-market strategy that details everything that needs to be completed to make the launch smooth and successful with internal teams. Note the deadlines each task needs to be completed by and book yourself appointments with the relative parties to delegate tasks accordingly.

POINTS REQUIRING CONSIDERATION:

- Have all sales and customer service departments been educated and trained about the new products?
- Does the sales department have the sales collateral they need?
- Do customer service require collateral?
- Do finance know the pricing and have it in their system?
- Are price lists and collateral in place to assist the teams communicate with distributors and vendors?
- Are stocks available for immediate despatch?



5 PREPARE YOUR PRESENTATION WITH LOCAL SENSITIVITIES IN MIND

WITH A TIGHT DEADLINE TO WORK TO, IT'S EASY TO FORGET TO THINK OUTSIDE YOUR OWN BUBBLE WHEN WRITING PRESENTATIONS.

Launching to multiple markets will likely mean multiple time zones, holiday observances, languages and cultural understandings, especially if launching in unfamiliar territories.

Before beginning, take the time to sit down and get to know each individual market you'll be presenting to.



CONSIDER THESE POINTS TO AVOID DIFFICULTIES:

- **Time zones:** What times are available to reach all markets to avoid limited overlap (or no overlap) in the standard workday?
- **Holiday schedules:** Are any public holidays or cultural observances taking place during the launch period? When not factored in, holiday schedules have the potential to derail a product launch through disruption to meetings, reporting deadlines and standard business processes.
- **Language:** Language barriers can present copious opportunity for miscommunication. Even where parties share a common language such as English, presentations can be made difficult through differences in accents and fluency. You need to be mindful that use of slang expressions and abbreviations can make communication extremely difficult, particularly on conference calls and speakerphones. Keep your presentation clear and inclusive for a diverse audience.
- **Social norms:** Cultural differences from country to country can accidentally cause tension, embarrassment, and miscommunication. Take some time to research and understand the culture of where you are presenting to avoid pitfalls.

6

CHOOSE A CAPABLE LAUNCH VENUE

WHEN DECIDING ON A VENUE THERE ARE A NUMBER OF POINTS TO CONSIDER BEYOND LOCATION AND FEEL. ANSWER THESE QUESTIONS TO ENSURE AN INTELLIGENT DECISION.

CRITERIA FOR ASSESSING VENUES:

Do they have sites (or can they arrange venues on your behalf) in every location you require?

To touch back on point 3, when assessing venues it's far better to choose a service provider that has sites in all or most locations you're launching in. In addition to reducing risk, time and effort, this also ensures consistency across each event. One of the services we offer at Cliftons is arranging venues for international and regional events, so no matter where you are launching you have one person to deal with.

What's actually included in the day delegate rate?

Some venues charge separately for basic essentials such as a data projector and

laptop, but you won't see this reflected in the day delegate rate. Compare the total investment to avoid being caught out.

Do they offer high-speed internet?

Not all venues and facilities have high-speed internet connectivity at all locations. Cliftons does. We can set up your software and presentation in advance and test it all works, so there are no embarrassing moments.

Is it secure?

Ask your venue about their data security practices and whether their network is managed internally or through a third-party. Prioritise venues who take a strong stance to cyber security and manage all tech support internally to insure yourself against a breach.

FURTHER CONSIDERATIONS:

- Do they offer premium service of canapés and alcohol?
- Can the venue work with you regardless of the setup, theming or additional services you require?
- Are all the venues in each location able to remain open at the same time for the event?

WITH THESE SIMPLE STEPS CONSIDERED, YOU'LL SET YOURSELF UP FOR A WELL-PLANNED AND INCIDENT-FREE MULTIPLE MARKET PRODUCT LAUNCH.



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