

Launch Planning

Marketing

The plan for how a product reaches its first customers.

Building a launch plan.

1

Define the beachhead

The narrow segment where you can win first.

2

Set the position

What you claim for that segment specifically.

3

Choose the route

Direct, channel, marketplace or partner.

4

Build the message

In the beachhead's language, addressing their alternative.

5

Plan the sequence

Which channels, in what order, at what spend.

6

Set the learning goals

What the launch must teach, not only what it must sell.

Launching broadly to avoid choosing a beachhead usually produces a message too general to convince anyone.