



WORLDCOM
Public Relations Group
The Local Advantage. Worldwide.

Best Practice Short Guide

HOW TO LEVERAGE SMART PUBLIC RELATIONS TO LAUNCH
PRODUCTS, COMPANIES OR SERVICES IN NORTH AMERICA

We are often asked by our clients for guidance on how to launch products and companies in North America. As a result, we asked Worldcom Public Relations Group experts from around the United States and Canada to provide their advice.

Do you have examples of a launch campaign that was effective in getting noticed?

The key to a successful launch is to really understand what your audience cares about.

Armed with this insight there are many different ways to create the human interest to capture the attention of your targets and trigger the right action.

What are some of the key components that comprise a successful launch?

Research is vital. Truly knowing your target audience and adapting your messaging to their needs and interests must be a key part of your PR strategy.

You must also ensure that the PR strategy is designed to make immediate impact and then sustain it. This means you will need to integrate it with marketing, sales and logistics.

The content of the Guide is based on the questions answered by our experts on a Webinar first aired in April 2017. You can listen to a recording of the Webinar by clicking on this [link](#).

We hope you find the Guide helpful. Have a look at our Insight page for other useful content as well as other webinars from our global experts.

At what point in the product development process should marketing and PR planning begin?

PR and marketing planning should start as early as possible – if possible, during product development. This will help to ensure that the right positioning is developed to match the needs of the USA and Canada.

Timing is a key component when launching in the US as, in some markets, there are events that you just cannot miss.

Starting early will enable you to adjust the messages to appeal to the different attitudes and needs in the US and Canada.

How much budget would you recommend to successfully launch a company, product, or service in North America?

Budgets are dependent on the goals for the launch.

It is important to budget beyond the impact made by the launch to sustaining the advantage created by the launch.

What are new and interesting ways to launch a product?

You need to find ways to break through the background 'noise' and get the attention the product deserves.

Aligning your launch to current trends and breaking news can be effective in making your brand stand out.

Amplify your launch impact by using paid tools on social channels such as Facebook and LinkedIn.

How important is traditional media relations in launching new products?

The role of traditional media relations is changing. It still has a big part to play in building credibility and trust. But it should also be seen as a major source of word of mouth buzz and triggering online consumption of your content.

Don't just think about traditional news pages but also the reach of a media outlet's social channels. The New York Times Facebook page has over 14 million likes!

However, you have to consider the habits of your audience. Coverage in a big publication may get a wide spread but completely miss your target audience.

How long is a launch period typically and what are your thoughts on sustaining a follow-up campaign?

In North America, a launch should only be seen as the beginning of a sustained campaign.

In order to penetrate the US market, a follow-up campaign is mandatory and the launch strategy needs to ensure that the initial impact can be sustained.

What trends in measurement have you seen?

With the shift to digital, it is possible to track the reaction to content created to support a launch.

Many companies see qualified marketing leads – or even sales out – as the key measure. If this is agreed as part of the strategy it is possible to build-in measurement of techniques to the content that is created.

If you had one key piece of advice on launching in North America what would it be?

When launching in North America, you need to understand the market differences and adapt accordingly. A local agency will provide the perspective you need to succeed. There are different regions that require their own unique approach.

Make sure you have a local spokesperson who can explain how you will make a difference in North America.

Our Partners enable you to design, deploy, track and evaluate communications campaigns that deliver outstanding results and sustained value. By working with Worldcom, you can access a significant communications advantage whenever and wherever you need it. If you would like to discuss the content of this document, or its recommendations, or to talk to one of our experts about your communications needs, please contact:

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Panelists

Greg Hakim – Massachusetts

Greg turns 'classic' PR on its head – mining the best stories to create outstanding momentum. He's an expert in running programs that drive results and knowing which levers to pull – online, offline and social – for maximum impact.

Will Ostedt – California

With over 18 years of experience, Will has managed a diverse group of clients, including the Netafim USA, Micron, WHAM-O, Make-A-Wish Foundation, Rain Bird, Meade Instruments, Santa Barbara County Vintners' Association (SBCVA), and Celestron.

Suzanne Rappaport-Cho – Toronto, Canada

Suzanne is a seasoned public relations professional with over 15 years experience designing and implementing strategic communications campaigns. Suzanne has worked with some of the country's biggest names, including Indigo Books, Cara Foods, Expedia, L'Oréal Paris, Chocolat Lindt, Oxford Properties, and many others.

Joan Schneider – Massachusetts

Joan celebrates more than 30 years of representing a wide range of education, consumer, corporate, public affairs and real estate clients. Joan's client roster for launch spans diverse industries and includes Fortune 500 as well as emerging companies and brands.

Matt Kucharski – Minnesota

In addition to leading the agency's business-to-business (B2B) and business-to-consumer (B2C) practice groups, Matt has extensive expertise in positioning and message development, thought leadership, new product and service launches, and major company transformations.

Jonathan Bloom – California

Based in the heart of Silicon Valley, it is no surprise that Jon has his finger on the pulse of both the launching new products in the market and how the media report on it.

Facilitator

Todd Lynch

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