



Talk about
the implications.

Product Launch – Beyond the Press Release

Tech PR is a tough game and technology product launches are no exception. With a launch often making or breaking a tech company's year, the pressure is on to generate results that matter... and fast. Here are some tips to maximize your tech product launch success:

Tip 1: Planning is Key... Sooner is Better.

Since timing is critical with most product launches, it is essential for PR pros to get involved in the launch process as early as possible. The more you and your team know up front, the more you can contribute to the launch strategy as it takes shape — and the stronger you'll be in developing a customized PR strategy that takes all of the moving parts into consideration.

Getting in early also gives you a jump-start on media relations, namely cultivating relationships with the media and pre-pitching target reporters. If industry analysts are integral to your launch strategy, your team will need time to line up briefings with key analysts, many of who book many months in advance.

Tip 2: Tell a Strong Story.

A compelling story lies at the heart of any solid media relations program, so it's no surprise that "the story" is a key element that can make or break a product launch in terms of media coverage. And while story development is an art, not a science, there are some essentials that should not be overlooked:

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- Connect the story to one or more larger industry trends. Make the story less about a particular product or company and more about what is happening in the larger industry. Pitches tied to a larger story have a greater chance of being read and of resonating. Pitches focused solely on a specific company or product run the risk of seeming self-interested and being ignored or deleted.
- Talk about the implications. Talk about the implications of a particular technology on a particular market or consumer group. For example, how does it change the way a particular industry does business? How does it change the processes by which consumers receive or process information? What are the implications for competitors?
- Don't be afraid to include competitors. Including other companies in your pitch as part of the larger story may help you to generate the coverage you've been hoping for. Make it easy for the reporter to make connections, see the bigger picture, and line up sources.

Tip 3: Target Industry Influencers.

"Influencer relations" in the context of product launch involves telling the product story to persons or organizations who can spread the message – organically. Industry influencers can include industry thought leaders, analysts, writers, bloggers, reporters or anyone else with influence and impact.

Tip 4: Don't Underestimate the Power of Pre-Pitching and Pre-Briefing

Emailing a press release on launch day is not likely to get you the coverage you want. Pre-pitching target reporters and analysts on product news is critical, as it gives them time to digest the details, connect the dots, line up sources and plan for the story. Pre-briefing your top reporters and analysts can lead to solid editorial coverage, provided the parties involved agree to a pre-brief under embargo.