

BTS COMMUNICATION

ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 4

Document 1

Internal Communication for Product Launch: What Info Matters Most?

Posted by John Veckerelli on Tue, Jan 08, 2013

Selling it on the inside

Preparing to introduce a new product or service is a significant undertaking for any business. You have invested considerable time, money and resources planning and developing the product, and when the critical moment arrives, you want all of those efforts to be worth it. This is the time when company leaders need to step up and make sure everyone else is on board with the launch plan – but what information is most important to communicate to your team?

Why internal?

According to an article on CBS's [MoneyWatch](#), a product launch goes through some key stages:

1. An internal launch to create awareness of the product
2. Pre-launch activity, ensuring the sales staff has the resources they need to sell the product
3. Launch events at the national, regional and/or local level
4. Post-event activity, follow-up support for the staff
5. Advertising and other customer communication

Many business execs direct their primary focus on Steps 3 and 5, as these efforts will be directly visible to customers. But the fact that these steps are the most noticeable does not mean the others should be ignored. In fact, Step 1, internal communication, can be just as important to the success of the launch as the rest of your marketing efforts.

<http://www.launchsolutions.com/blog/bid/257382/Internal-communication-for-product-launch-What-info-matters-most>

Document 2

10 Steps For Successfully Launching A New Product Or Service

1. **Start early.** Get a head start and begin preparing long before you plan to launch.
2. **Make the product or service available to important influencers** as a first step. Influencers can be friendly customers, prospects, or even bloggers who have an sizable online presence
3. **Brief industry analysts** during this early phase as well. Scheduling calls with these folks takes time so do this early.
4. **Seed the social space with "leaks."** Target people who are naturally eager to learn about your offering.
5. **Don't expect a "big bang" release** unless your product or service is truly revolutionary
6. **Keep the release rolling.** You don't know when reporters will have time to write, so give them some opportunity to write about the offering after the official launch date.
7. **Do something unusual** during the release cycle. Some examples include creating a funny video,
8. **Get partners involved.** Channel and marketing partners who have a financial stake in the success of the launch are natural allies.
9. **Make it easy for people to learn more about your product** with free trials, downloads, product videos, and demos.
10. **Ignore the elements of the launch that do not drive business.**

<http://www.fastcompany.com/3004920/10-steps-successfully-launching-new-product-or-service>

Document 3



Document 4



