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Marketing Communications Action List

YOUR AUDIENCES:

1. Investors
2. Customers and prospects
3. Tradeshow attendees
4. Trade press and online media
5. Professional organizations
6. Local press
7. Analysts
8. Business partners
9. Vendors and suppliers

YOUR MESSAGING:

- ♣ Identification of product (goods and/or service)
- ♣ Name for the product
- ♣ Tagline
- ♣ Boilerplate
- ♣ Basic messaging (features/benefits, problem/solution) in message map

YOUR DELIVERABLES LIST:

First Stage—

- ♣ Logo with corporate fonts and colors
- ♣ Web site splash page — design and content (with other pages built out ASAP)
- ♣ Business cards
- ♣ Corporate one-pager (in PDF)
- ♣ E-letterhead (including invoice form)

- ♣ PPT template
- ♣ Initial technical manuals and documentation

First Stage PR:

- ♣ Development of contact list
 - Trade publications
 - Trade organizations
 - Vendors, suppliers
 - Business partners
- ♣ Development of story pitches
- ♣ Investigation of speaking venues (Professional organizations, tradeshow, etc.)
- ♣ Professional-level executive photos (Hi-res (300 dpi) TIFF for printing plus JPEG)

Second Stage—

- ♣ Data sheets / brochures
- ♣ Quotes from happy customers
- ♣ Press releases
- ♣ Completion of basic Web site

Second Stage PR — Company Launch:

- ♣ Pre-launch contact of editor/reporter short list
- ♣ Press release
- ♣ Follow-up of press release
- ♣ Story pitches to trade and general press
- ♣ Presentations by executives
- ♣ HTML e-mailing plus personal notes to customers, prospects, editors, reporters, etc.

Third Stage—

- ♣ Physical packaging
- ♣ Completed technical manuals and documentation
- ♣ Online demos
- ♣ Remainder of paper system (electronic and hard copy)
 - Letterhead
 - Invoice form
 - #10 business envelope
 - Large envelopes
 - Shipping labels
 - Fax cover sheet
- ♣ Tradeshow booth expansion
- ♣ Further build-out of the Web site
- ♣ White papers

Third Stage PR:

- ♣ Increased visibility with general and local press
- ♣ Additional press releases
- ♣ Additional interviews and presentations