

B2B Organic Growth Newsletter



New Product Blueprinting by Dan Adams

Growth strategies for companies that supply businesses - not consumers

May-June, 2009

New E-Book on B2B Product Launch

The rules for great B2B product launches have changed in amazing ways. You'll get the full picture when you download our new e-book on the subject at www.b2bproductlaunch.com/e-book. But for now, consider this: If your new product launches aren't delivering exciting results, there's a good chance you're working too hard.

In the world of consumer goods, the harder you work, the better your product launch. But that equation goes out the window with B2B product launches. Compared to end consumers, your B2B buyers are more insightful, interested, rational and fewer in number. If you don't put them to work and take advantage of their clear-headed wisdom, your new product launch won't be what it could be. Here are three ways to start putting prospects to work for you.

Tip #1: Be Findable

Make it easy for prospects to find and study your new product. Think less about helping your sales reps convince prospects. Think more about helping prospects find your product when *they* are ready. Research by MarketingSherpa (<http://www.marketingsherpa.com/>) shows that customers now find suppliers-not the other way around-in 80% of B2B transactions.

B2B buyers like to research, analyze and make rational group decisions. You can either make their job difficult or easy. Easy looks like this: Your B2B prospect types his first search term into Google and a hit at the top of the first page has fascinating content... which happens to be linked to your website. To make this work, you have to be *accessible* and *interesting*.

Send out news releases full of content that will appeal to readers (and editors) of online magazines, journals and blogs. Include both a link to your website and the keywords your prospects will likely use in their Google

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Visit www.newproductblueprinting.com



Today's Quote

"Someone has to do something. And I think it's incredibly pathetic that it has to be us."

- Jerry Garcia

Great Books on Growth

The image shows the cover of the book '12 New Rules of B2B Product Launch' by Dan Adams. The cover features a man in a suit pointing at a flipchart titled 'Product Launch'. The text on the cover reads: 'Think of the expanding power of the internet. Consider the unique behavior of B2B buyers. Put them together for... 12 New Rules of B2B Product Launch by Dan Adams'. At the bottom, it says '© 2009 Advanced Industrial Marketing, Inc.'

Think of the expanding power of the internet.
Consider the unique behavior of B2B buyers.
Put them together for...

12 New Rules of B2B Product Launch

by Dan Adams

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searches. When prospects search, they'll find articles that lead them to *your* website. If your website is packed with interesting presentations, videos, comparisons, etc., they could spend an hour doing the work your sales reps normally do. (See Rule 7-Keyword Cattle Chute-in our new e-book.)

Tip #2: Stimulate "Word of Mouth"

A second way to put your prospects to work is to encourage word of mouth marketing. A kind word about your new product from a trusted colleague or expert will be far more convincing than a spiel from your sales rep. Consider these approaches from Rule 8 in the e-book:

- 1) Identify and promote to industry thought leaders. Use communications to VIP editors & bloggers.
- 2) Promote to people *already* in groups-e.g., trade shows & conferences-so they can discuss your product.
- 3) Seek opinions from industry experts: Commission lab tests... seek evaluations... create advisory panels.
- 4) Gain testimonials from respected early adopters. Get advance samples in the hands of willing customers.
- 5) Locate the key decision influencers at prospect companies and build relations with them.
- 6) Make it easy for these decision influencers to tell their colleagues about your product with leave-behind presentations & sales aids... e-mails with links to interesting videos, etc.... and newsletters rich in content.

Tip #3: Use *Their* Hot Buttons

Finally, you should let your *prospects* help you figure out your new product launch message and media mix. To get the message right, I recommend uncovering customers' *hot buttons* during the same "voice-of-the-customer" interviews you (hopefully) used to help design your new product.

Then, shamelessly use *their* specific language in your advertising copy, as keywords to attract their Google searches, etc. (AIM has B2B interviewing software that

Fresh new approaches are now available for launching B2B products in the digital age. Download this 26 page e-book at www.b2bproductlaunch.com/e-book. (Free... and no registration required.)

7 Mistakes that Stunt Growth

Mistake #4. Using hand-me-down consumer-goods methods.

Traditional VOC (voice-of-the-customer) methods rely on questionnaires, tape recorders and post-interview analyses. That's fine for consumer-goods, but your B2B customers are more knowledgeable, rational and interested. They're smart and will make you smarter if you engage them in a peer-to-peer dialogue. Use a digital projector, structure interviews so they lead you to *their* areas of interest, and probe with practiced skill. You'll be shocked at how much you'll learn you never knew.

Read a two-page [Executive Briefing](#) for the remaining 6 mistakes.

lets you data-mine customer comments for this.) And while you're at it, ask this simple question, "How does your company learn about new ideas?" This lets you understand the media preferences-trade shows, seminars, websites, e-mail, etc.-of your target market so you can optimize your media mix.

If you *just* put prospects to work with these three steps, will you have a great new product launch? Nope. There's still plenty of work left for you and your hardworking sales force. But it sure makes sense to let prospects carry much of the load.

Oddly enough, when you put your B2B prospects to work, they actually *like* it. That's because you're making it easy for them to do what they *naturally* do. They're *going* to research new ideas. They're *going* to share their opinions with colleagues. And they're *going* to give advice to suppliers clever enough to ask for it. Bottom line: You'll have a much better product launch when you recognize your B2B prospects are willing and able to help you with it.