



Is it launch time?

A product launch is not a single event or a point in time — in fact it's a **series of marketing activities**. The goal is to get your entire organization on the same page so you can launch your new offering effectively to the right buyers, build momentum and drive sales. If you've never done it before or don't have the in-house capacity to handle all the steps, our Zinc Marketing team is here to help.

Product Launch Packages From Planning to Execution

PACKAGE 1 **The Plan**

Are you struggling with defining your ideal customer profile (ICP) or creating differentiated messaging? We can help you develop your **product launch strategy**, positioning and outline a complete execution plan to maximize the impact of your launch.

PACKAGE 2 **Content Creation**

Creating content that explains to your audience how you help them and why they need you as their partner of choice can be daunting.

In addition to developing your **product launch plan**, we can help you create **key content pieces** for both your prospects and sales team.

PACKAGE 3 **The Works**

Your launch needs to generate revenue by creating demand and accelerating the pipeline.

We can help you execute **demand generation programs** designed to convert prospects into customers, along with doing everything in **The Plan** and **Content Creation** packages.

“Zinc Marketing put us on the map as a network security company. They have contributed to our success in more ways than I can count. It's never been easier to work with an agency that delivers marketing which has a measurable impact!”

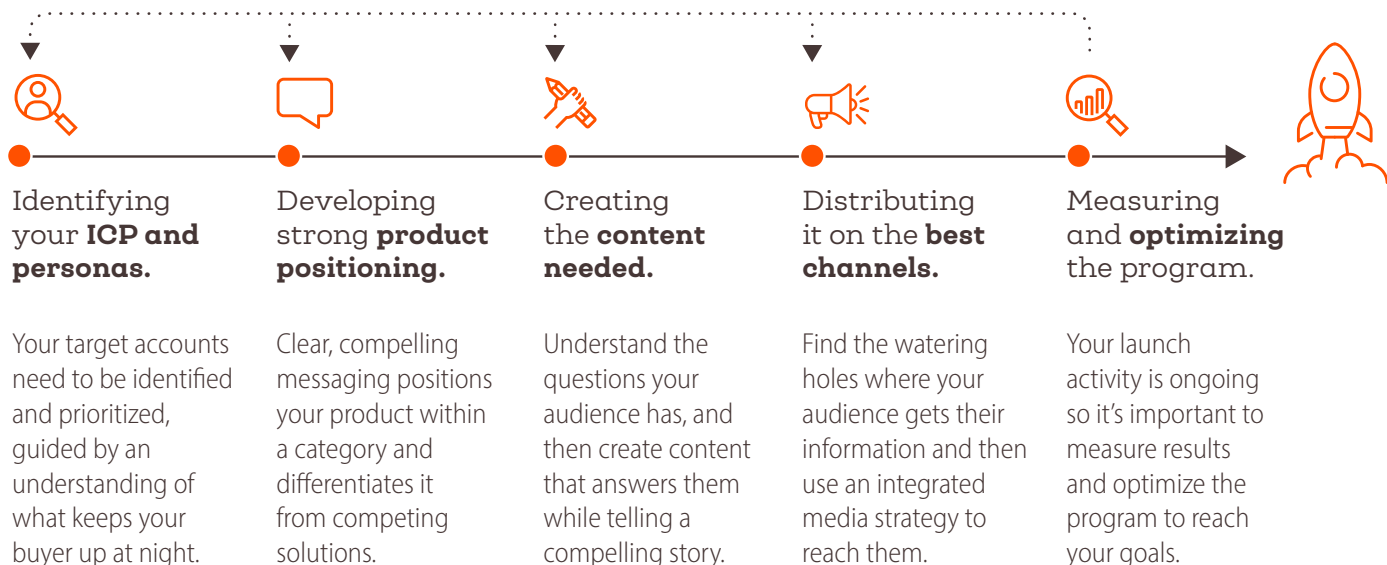
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Carolyn Raab
Corsa Security

Start with Your Goal, Build a Launch Plan

A successful product launch presents a differentiated position to a well-defined audience. It starts buyers on their journey with content that's been mapped out to build awareness and credibility.

We will help you define specific product launch goals and work with you to build a plan that will reach them, by:



Decades of Product Launch Experience

The Zinc Marketing team of seasoned strategists, content creators and demand experts have spent decades in the thick of B2B technology marketing. Founder **Brendan Ziolo** is an award-winning marketer who has launched companies and products in Dallas, Silicon Valley, Toronto and Ottawa. His launches have had measurable success, including the fastest selling product in one company's history. Let our team help you push the boundaries of your launch and build momentum for your product.

Your Product Launch Team

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zincmarketing.com/launch-it