Katie Paine's Product Launch Measurement Checklist

Define your measures of success, KPIs and Dashboard

- ☐ Make a list of who influences the purchase of the product.
- ☐ Find out the size of the market and key players (competitors) in the marketplace.
- ☐ Write down the product’s unique selling proposition.
- ☐ Set up a meeting of all the people who need to agree on your measures of success and on the first three items above.
- ☐ Set the agenda for the meeting -- including prioritizing the market, defining a benchmark, defining measurable and tangible goals, and defining the Key Performance Indicators that they want to see.
- ☐ Summarize the meeting in a document that includes the Key Performance Indicators that you will be reporting on a Dashboard, or in charts or tables that you will need to show.
- ☐ Get sign off on those KPIs and the Dashboard.
- ☐ Based on the KPIs, make a list of the data you will need to be able to report on those KPIs.
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If the goal is sales or sales leads:

- ☐ Find out what, if any, web analytics tools are in use.
- ☐ Create a unique landing page for the product launch and any accompanying white papers, information request forms, or lead forms.
- ☐ Make sure that the appropriate code is on all the URLs and launch pages.
- ☐ Make a list of the precise data you will need on a weekly basis, i.e. % of unique visits vs. repeat visits, % of visitors who spend more than 3 minutes on site, % of repeat visitors who return more than three times, % increase in the number of visitors who register, % increase week-on-week in white paper downloads.
- ☐ Make a list of the keywords you will use.
- ☐ Set up a system to determine page rank on a weekly basis.
- ☐ ____

Select a web analytic and/or CRM tool

- ☐ Make a list of the engagement data you will need:
    - Unique visitors
    - Repeat visitors
    - Length of time on site
    - Click-throughs
    - Registrations
    - Conversions

- ☐ Make a list of the sales/lead data you will need:
    - Number of registrations
    - Number of leads
    - Number of qualified leads
    - Number of appointment made
    - Number of proposals delivered
    - Number of sales
    - Market share
    - Value of sales
    - Average profit per sale
    - Cost of social media program
- ☐ Talk to whomever within your organization manages the web site and collects web data; determine what data is missing.
- ☐ Decide if you need any additional tools.
- ☐ Create an RFP for web data collection and analysis.

If your goal is "Buzz"

- ☐ Run a search in Google News or Social Mention to determine where the conversations about the new product category are taking place.
- ☐ Make a list of the top 100 blogs, bloggers, or Twitterers who are writing about the space.
- ☐ Run a search on the competition.
- ☐ Decide if you need an automated system, random sampling, or manual review.
- ☐ Decide whether you will be doing this work in house, or will need a measurement partner(s).
- ☐ Create an RFP that allows you to accurately compare vendors (apples to apples). Include your best guess as to the volume of mentions and a full list of what you need to track.
- ☐ Make a list of the channels you need to monitor:
    - Traditional media
        - Network TV
        - Cable TV
        - Radio
        - Do you need actual tapes or will transcripts do?
        - Newspapers
        - Magazines
        - Trade publications

    - Analyst Reports
  - Online Media
    - Online versions of traditional media
    - Online-only publications
  - Social Media
    - Institutional blogs (ones that originate within your organizations)
    - External blogs
    - YouTube
    - Flickr
    - Twitter
    - Facebook
    - MySpace
    - LinkedIn
    - Social bookmarking sites (Digg, Delicious)
    - Virtual reality sites (Second Life)
    - List Serves
    - Forums

- [ ] Make a list of the quantitative data you will need:
  - number of mentions
  - number of comments,
  - length of Facebook thread
  - number of YouTube or Flickr views or comments or votes
  - number of Twitter followers
  - opportunities to see (OTS) aka impressions
  - Google Rank
  - Other rankings
    - Twitter authority
    - Technorati authority
    - Industry authority .

- [ ] Make a list of the qualitative data you will need:
  - Tonality – positive, neutral, balanced or negative
  - Spokesperson quote
  - Affiliation of Spokesperson
  - Messages content --amplified, full, partial, incorrect negative or none
  - Individual messages communicated
  - Issues discussed
  - Subjects mentioned
  - Lines of business mentioned
  - Dominance of mention
  - Prominence of mention
  - Recommendations/reviews
  - Brand benefits mentioned
  - Accuracy of mention

- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________
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Analyze & report results

- ☐ Put all relevant data into a KPI table
- ☐ Look for significant failures, where did a tactic not deliver
- ☐ Look for exceptional successes
- ☐ Drill down into the data to determine cause and effect
- ☐ Pull most relevant charts and data into a Powerpoint presentation
- ☐ Report results and make recommendations one week after the launch and at regular intervals thereafter.
- ☐ Correlate conversation strength and sentiment with requests for information and web registrations
- ☐ Correlate message presence against repeat visits and registrations
- ☐ Examine spokespeople quoted and determine who was most effective
- ☐ Analyze influencers quoted and determine who is a friend/ally
- ☐ Put results and learning's into a database and distribute.