



The Million Dollar Community College Challenge **READ MORE**

group.

Being a member of an established respected organization in a relevant industry can give a new company added credibility, but it can also help open doors to introduce new services, products and brands.

Step 4: Doing It

The successful implementation of your plan now relies on laying out the actions you'll take. They should follow a set timeline and deadlines and include assigned tasks. I often work with global companies to help them successfully enter the U.S. market, and I emphasize to them the importance of raising brand awareness through a consistent narrative. Consider building an integrated marketing campaign that includes powerful branding, PR and sales and marketing strategies.

For example, a global company I consult for, Dexwet, has been preparing to take their air filtration solution into the North American market during the Covid-19 pandemic. One of my client's effective PR tactics included earning and sharing evidence of their product's efficacy from an independent study. The company also began seeking partnerships with HVAC and plumbing service companies, who would offer the product to customers. Finally, Dexwet developed compelling videos and educational materials to highlight how its product works.

Throughout the launch, they invested in a targeted PR and marketing campaign.

Step 5: Evaluation

Success means effectiveness. It's time to evaluate the results and measure the plan's success against the original goals. This is also a perfect moment to review the plan and implement changes based on your findings. Going forward, you may need to adjust your strategy or modify your goals and perhaps increase your budget.

In closing, launching a product or service is scary. It should be. You invested time, passion and dollars into making this happen. Be disciplined about drawing out the road map to set you up for the success you deserve.

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Jessica is the Founder & CEO of <u>Valux Digital</u>, a nationally recognized full-service marketing and PR firm. <u>Read Jessica Wong's full executive profile here</u>.

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