

BUSINESS-TO-BUSINESS

# LAUNCH

The Schneider Associates B2B Launch Study was performed in collaboration with the Babson College Innovation and Corporate Entrepreneurship Research Center. The study included a survey of more than 160 respondents from the Babson Executive Education program whose companies had launched a new product or service.

## **Based on the survey results, here are the top 10 suggestions for improving B2B launch success:**

1. Create a documented launch process.
2. Set a separate launch budget and make sure it is adequate to meet the launch challenges you face.
3. Establish your launch budget as early in the product development phase as possible.
4. Keep your launch budget stable throughout the implementation phase.
5. Determine your launch performance measures before the launch begins.
6. Measure the “right” success metrics.
7. Include the “right” external launch professionals on your team.
8. Fight for bigger budgets.
9. Educate your sales force and other internal audiences about your new product or service. Also focus on distributor, retailer or dealer education.
10. Spend money on word-of-mouth campaigns rather than on advertising.

**Contact Tom Ryan, Marketing Associate, for a copy of the full report:**

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## ABOUT SCHNEIDER ASSOCIATES

Founded in 1980, Schneider Associates is an independent public relations and marketing communications firm headquartered in Boston. Recognized as a leader in conducting innovative, multi-faceted launches for products, services, companies and communities, Schneider Associates helps clients create and sustain visibility in an increasingly crowded and competitive marketplace.

That's the short form.

What you really need to know about us is how we approach your business, and prevent you from ending up on page 10 of Google.

We've turned the one-dimensional, let's-see-how-many-press-clippings-we-can-get business model into a sophisticated marketing communications industry that crosses all kinds of barriers, both technological and generational. Don't get us wrong, media relations is the bedrock of all our campaigns, but today, there are so many more ways to deliver your messages beyond traditional media. We like exploring new media territories – and you will too when you see the results.

Whether we're launching new products, services, companies or communities, handling a crisis or orchestrating a special event, our motto is 'give us a piece of business, you'll see what we can do - and then you'll give us more.'

And the beauty of this approach is that our client's businesses keep growing. How cool is that?

## WORLDCOM PUBLIC RELATIONS GROUP

WORLDCOM Public Relations Group is the world's leading network of independently owned public relations counseling firms, located in almost 100 cities, 50 countries and on six continents. As a WorldCom Partner, we offer our clients national and international presence and clout – benefiting from our partners' local knowledge and global experience.



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## LEADERSHIP

There's no way we could perform our communications magic without our amazing people. They're bright, talented, energetic and creative. And we have no intention of telling you who they are because we want to keep them all to ourselves. So here's some information about the principals. If you want to meet the rest of the staff, you'll have to hire us.



### **JOAN SCHNEIDER, *President and Founder***

*The launch expert. Wine maven. The queen of the 5:30 am email.*

**My first job:** Working as the “girl delivery boy” at my parents medical supply company.

**Previous experience:** Labored as a copywriter in an ad agency, an account executive in a PR firm, a public relations/ advertising manager in a bank, an information services manager at WBZ-TV and then founded Schneider Associates in 1980 where I achieved my lifelong dream of being my own boss.

**Proudest accomplishment:** Presenting my launch research at Harvard Business School.

**Extracurricular activities:** Riding with my husband on his Harley to places of questionable repute; discovering museums in places where Harley people never tread.

**Education:** Boston University College of Communication, magna cum laude; Harvard Business School, Owner President Management Program (OPM 16).

**What her spouse says:** As entrepreneurs, we help each other intellectually and emotionally manage two totally different, complex businesses. As dilettantes, we both love to learn--from those around us, traveling the world and from each other. Joan is my soul mate, first mate and favorite Harley Davidson riding companion.

**The last word:** I am the luckiest person in the world. I get to learn something new each day (sometimes many things each day) that I can apply to client business which helps them achieve their goals.



## LEADERSHIP



**JULIE HALL, *Executive Vice President, Consumer Practice and Social Media***

*Milestone focused. Personally and professionally dogged. Media junkie.*

**My first job:** Lunch meat slicer at my father's grocery store.

**Previous experience:** Account Coordinator at The Weber Group; Account Executive at Arnold Worldwide; Account Supervisor at Manning, Selvage and Lee; Vice President at Cone.

**Biggest Win/Proudest Accomplishment:** Marrying my client.

**Extracurricular activities:** Being a Mommy to Oliver, 5 and Linus, 2. Traveling, running and wine tasting.

**Education:** Providence College; Richmond College, London; Harvard Business School, Key Executives Program.

**What her spouse says:** Julie is my best friend. She is determined, passionate and smart. She is an information junkie and scours newspapers, the internet, blogs, social networks and every other communications outlet, so she is always "in the know." Not to mention, Julie is a wonderful mother and wife!

**The last word:** I always try to have it.



## LEADERSHIP



**PHILIP PENNELLATORE, *Executive Vice President, Corporate Practice and Public Affairs***

*Strategic thinker. Skilled negotiator. Total sports nut.*

**My first job:** Shining shoes at a tuxedo rental business during prom season when I was 14 years old.

**Previous experience:** Public Relations Executive at Regan Communications; Editorial Assistant in the Boston Globe sports department.

**Proudest accomplishment:** Being Abby, Bella and Max's dad.

**Favorite business activity:** Sales and writing.

**Extracurricular activities:** Golf, mountain biking, gardening, weight training.

**Most worthwhile educational experience:** Harvard Business School, Key Executive Program.

**What his spouse says:** "He has so much enthusiasm for his many interests in both his personal and professional life, but he is most passionate about the things that interest me and our three children. I admire the way he approaches everything with great care and sensitivity."

**The last word:** If everything seems under control, you're just not going fast enough.



## CONTACT US

We look forward to talking to you about how Schneider Associates can help your company or project stand out in today's crowded marketplace. It's what we do – and love.

If you have any questions or comments, or want to learn more about Schneider Associates, please contact us.

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