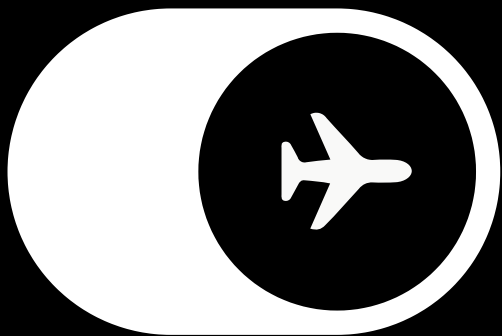


Learnnn
ffline

Gli step da seguire per
comunicare il lancio
di un nuovo prodotto

Cosa vedremo

1. Intro

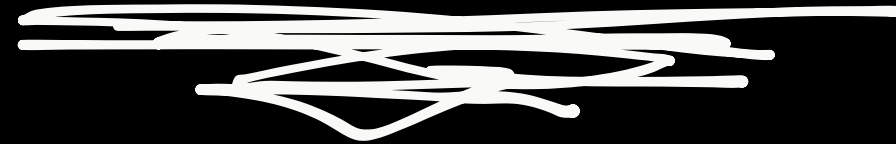
2. Strategia

3. Concept

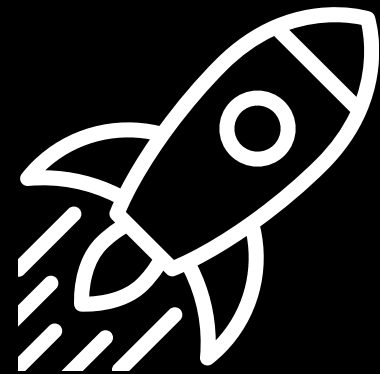
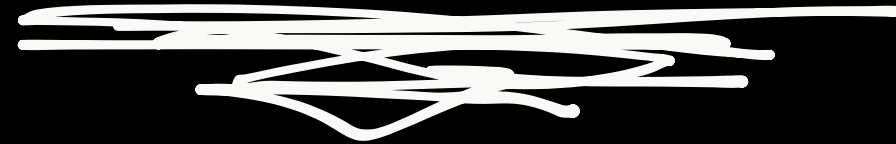
4. Campagna

5. Q&A

Cosa si intende per **lancio**?

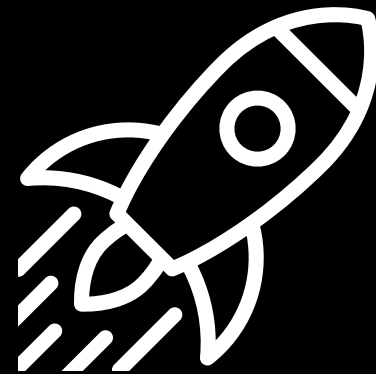
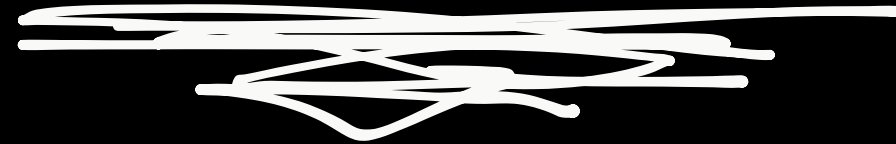


Cosa si intende per **lancio**?

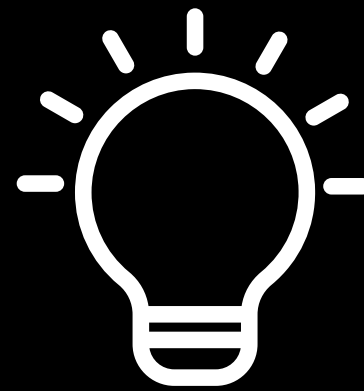


Prodotto

Cosa si intende per **lancio**?

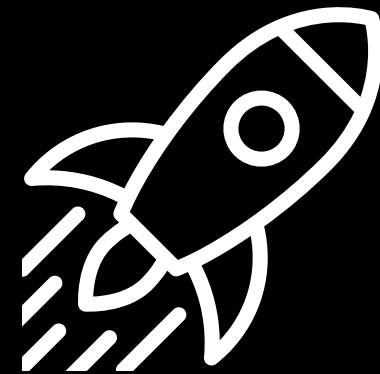
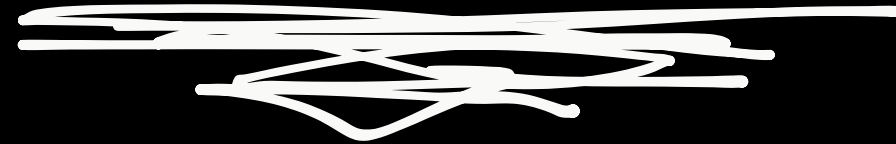


Prodotto

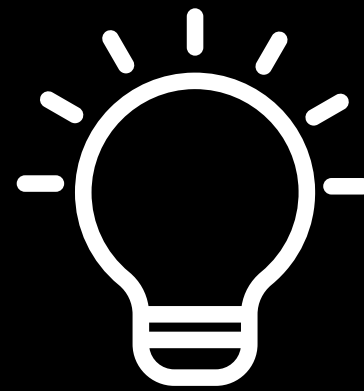


Brand

Cosa si intende per **lancio**?



Prodotto

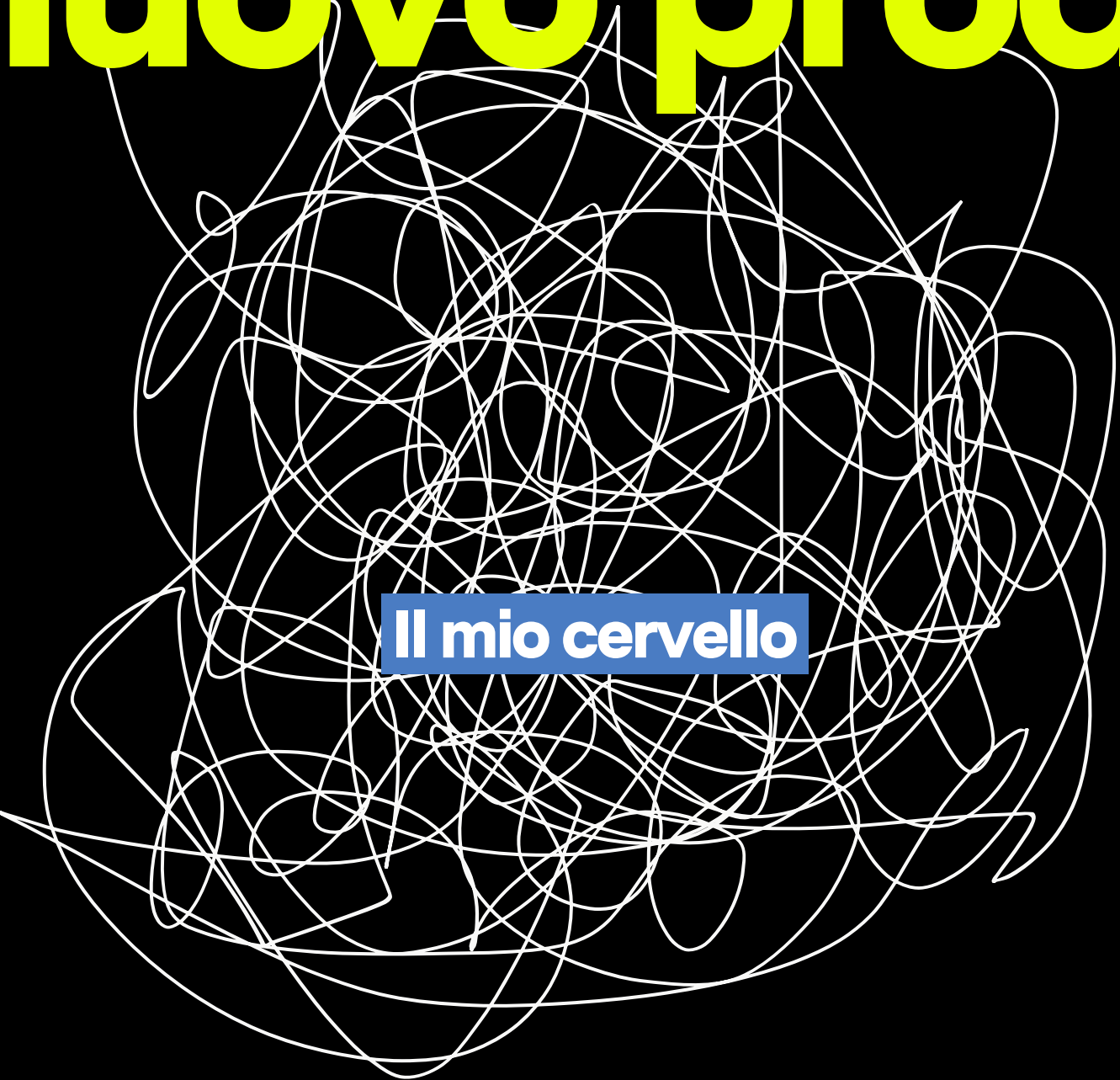


Brand



Campagna

Pov: devo lanciare
un **nuovo prodotto**



Il mio cervello

What **success** looks like

Obiettivi SMART

Specifico
Misurabile
Arrivabile
Rilevante
Definito nel tempo

Partire dalla **strategia**

Partire dalla **strategia**

**Definizione
dell'audience**

Partire dalla **strategia**

**Definizione
dell'audience**

**Contesto
culturale**

Partire dalla **strategia**

**Definizione
dell'audience**

**Contesto
culturale**

**Opportunità
e pericoli**

Concept creativo

Concept creativo

Insight

Concept creativo

Insight

Emozioni

Concept creativo

Insight

Emozioni

Storytelling

Racconta una storia
non un prodotto



Definisci i tuoi

touchpoints

Definisci i tuoi **touchpoints**

- Social
- Sito Web
- Eventi
- Televisione
- Print
- Influencers
- Email
- PR
- Paid Search
- Radio

Fase **esecutiva**

Pianificazione

Progettazione

Creatività

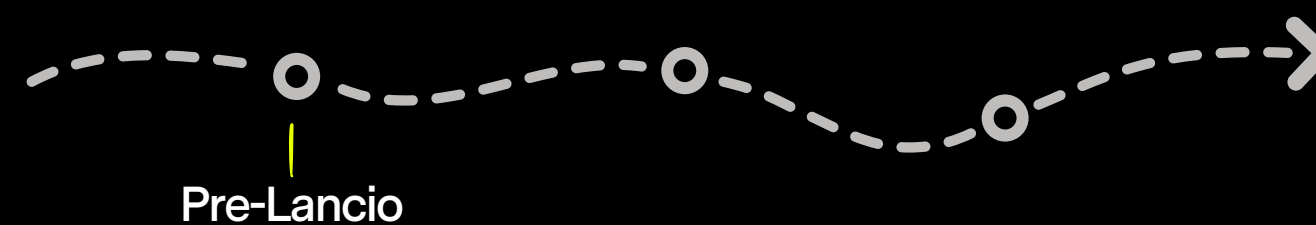
Pre-lancio



Teasing

Curiosità

Info essenziali



Lancio

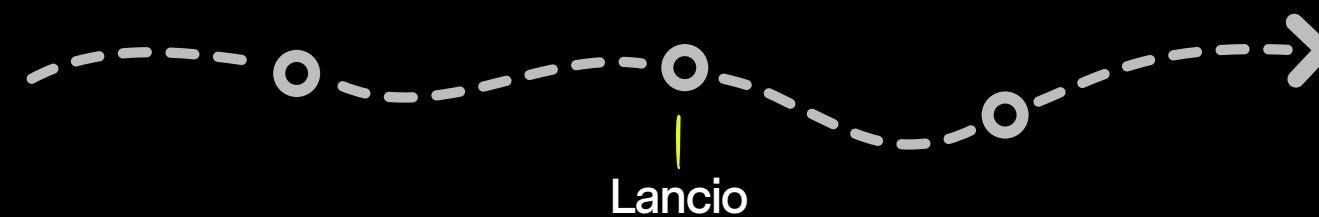
What



Desiderio

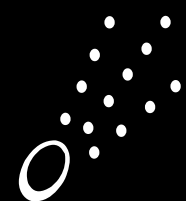


Visibilità



Lancio

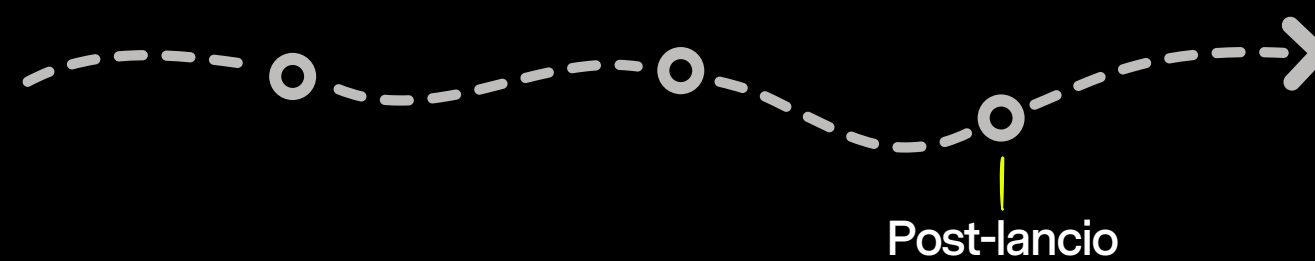
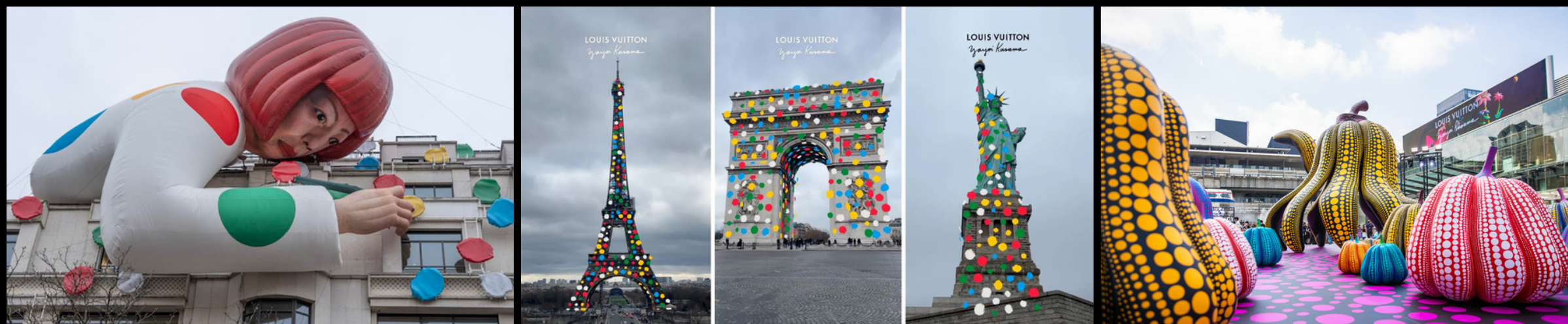
Post-lancio



Reactive

Engage

Feedback

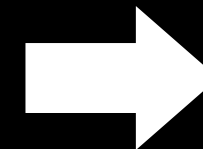


Misurare i risultati

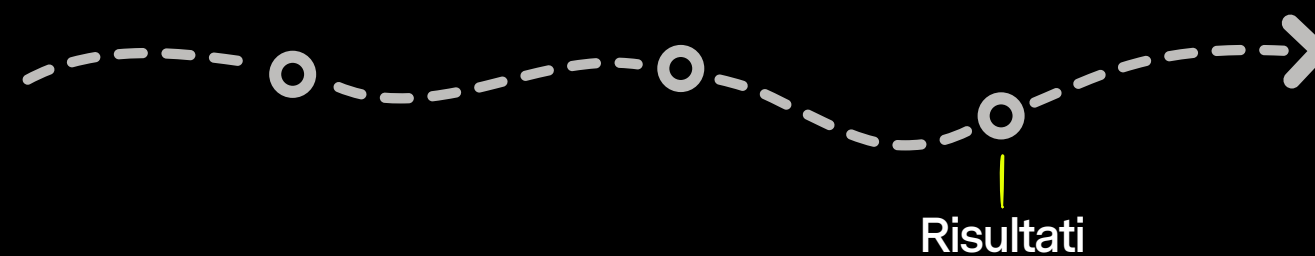
Raccolta dati



Considerazioni

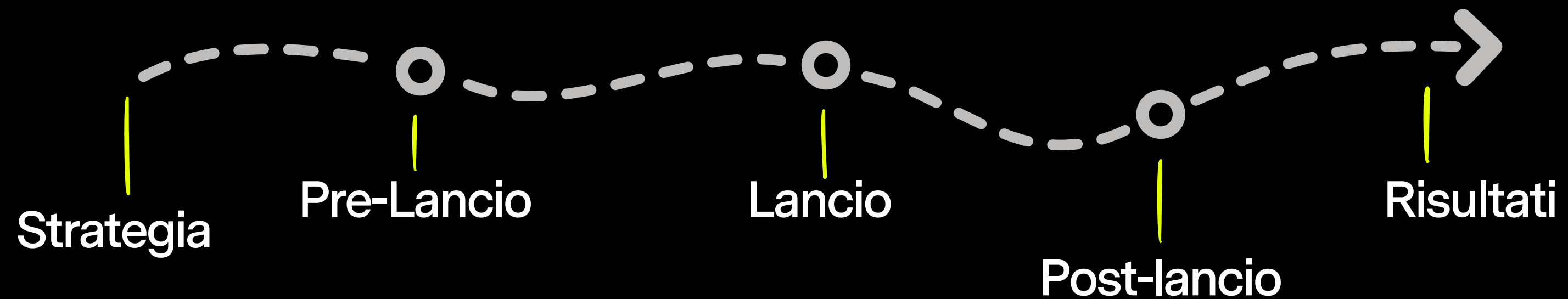


Next Steps

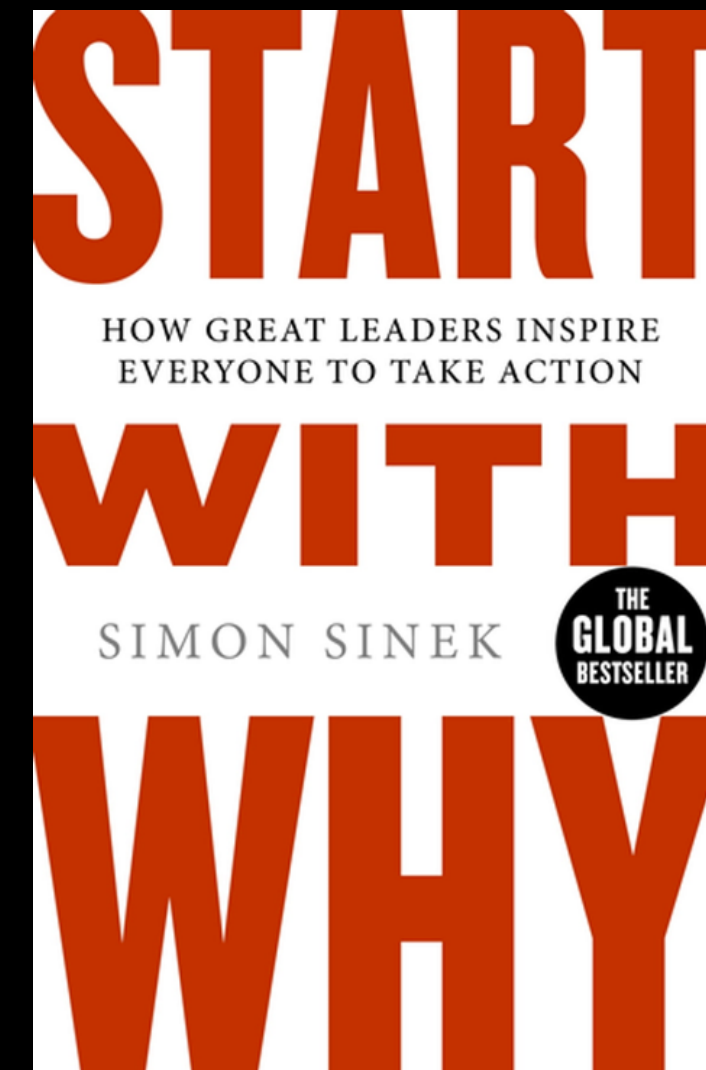
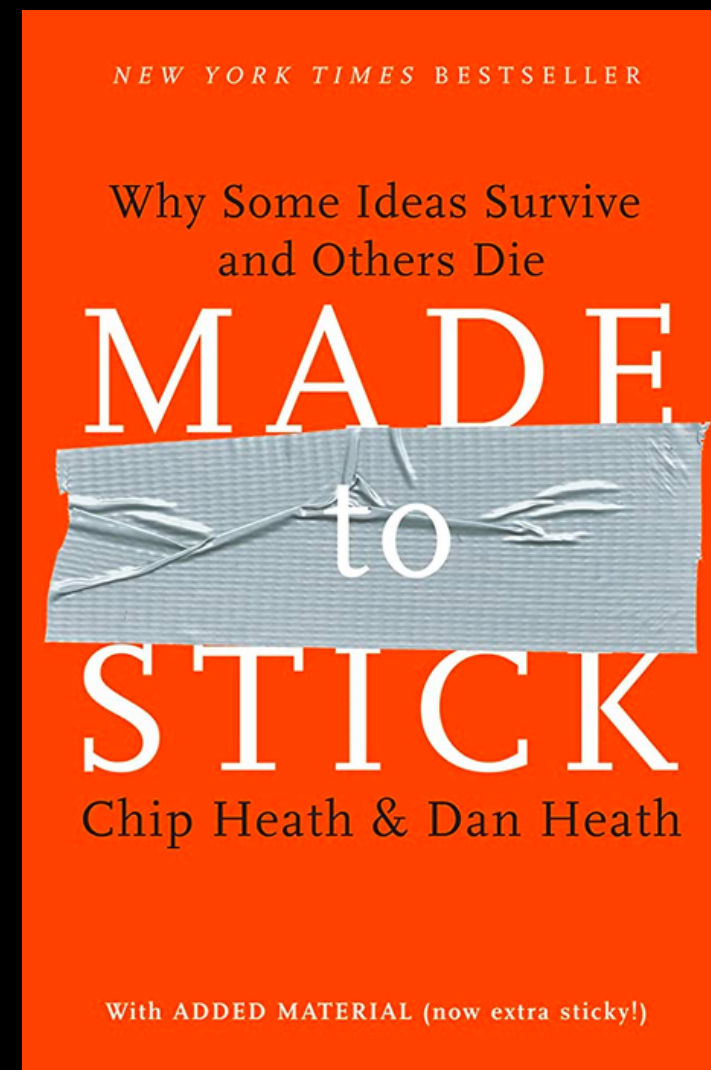


Risultati

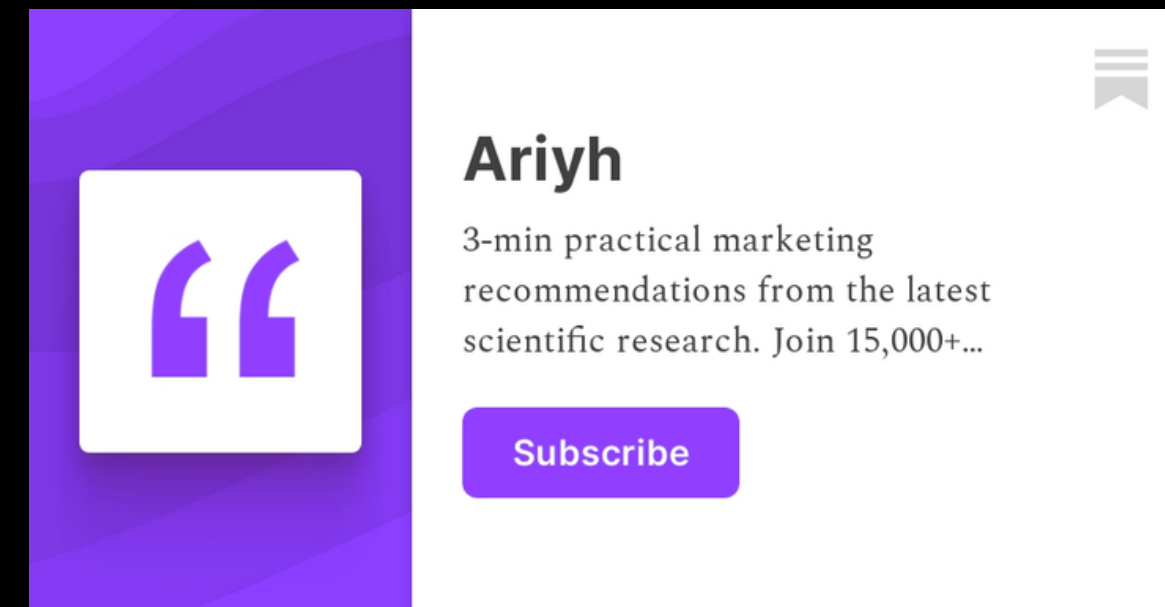
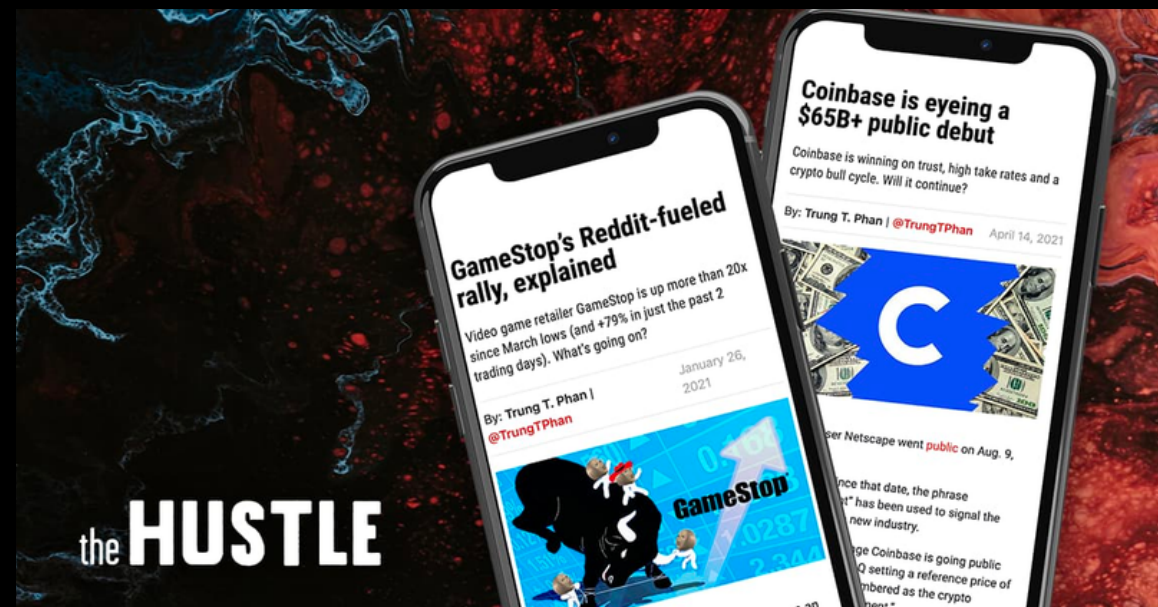
Roadmap



Reading tips



NL tips



Grazie



Bianca del Balzo

Social Campaign Manager

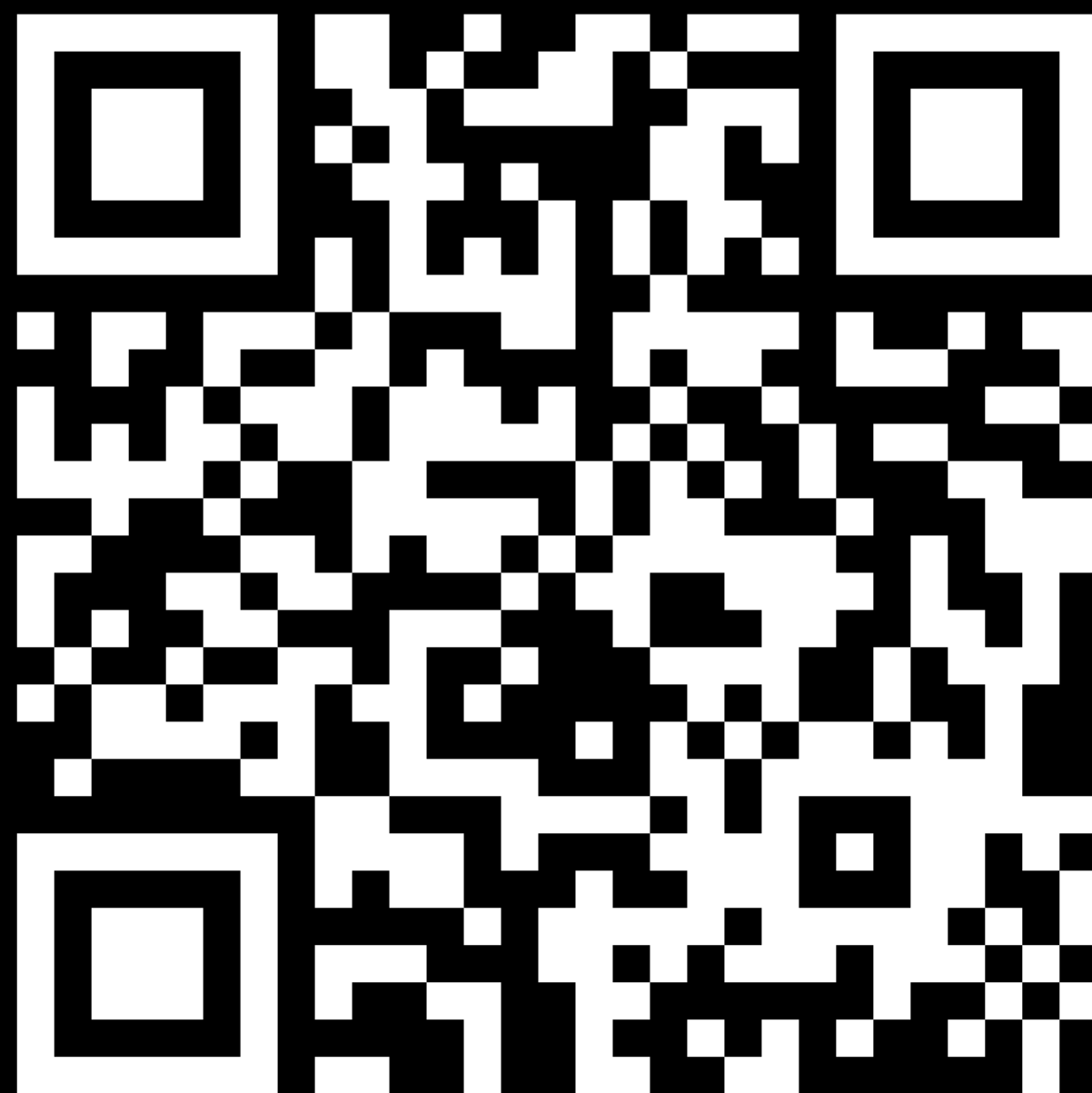


[linkedin.com/in/biancadelbalzo/](https://www.linkedin.com/in/biancadelbalzo/)



[wollablef](https://www.instagram.com/wollablef)

Ci sono domande?



Lasciami un
feedback

