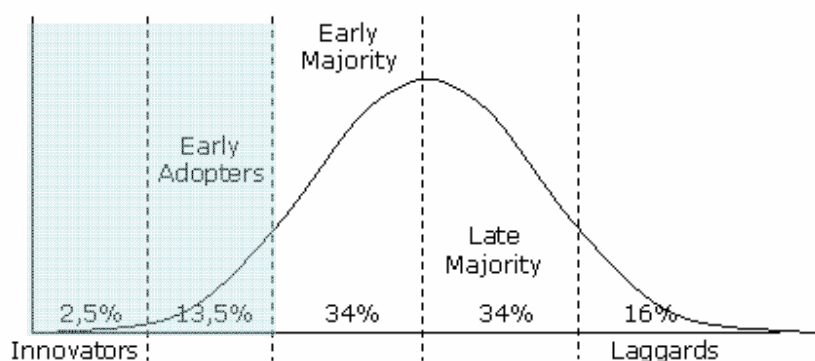


Focus on the right searchers in a Product launch

When launching a product and want to influence the searchers that are in the right target group for you, you need to convince and be visible to the innovators and early adopters. Using Rogers's famous adoption and innovation curve (see below) you can see that you probably have the majority of your consumers in the early and late majority group. However the marketing (specifically in a product launch) shall not be focused on this group. If marketing and PR effects are used to convince the early adopters and innovators they can drive your success online as well as offline further to convince the majority of the audience. Therefore your target audience in a launch is different than in a later stage of the product life cycle.

Using the search perspective on this, I believe you need a focused strategy involving many areas of online marketing channels to raise positive awareness. The News feeds and blogs within your product sector is very important. Conduct some research around the trends and searches people do on combination of keywords around your new product and other competitive products. This will give you an idea of your competition in the search engines when the product launches as well as understanding of who is key to influence by reading blogs and articles from people in the field.

Rogers Adoption / Innovation Curve



FOCUS on the innovators to maximize the influence on bloggers and early adopters. These will influence the early and late majority.

The innovators and early adopters will specifically focus their searches in finding new things and will new innovations. Make sure you are visible on these keywords.

- **Use corporate blogging** on your new launches so that it appears in the search results.
- **Raise attention and interest** with unexpected news that you push through RSS and by optimizing articles to get visibility in the search engines.