Launching sales of a new product with ProValue

1. Creating a sales Offer
   a. Generate a comprehensive product description;
   b. Create an customer’s avatar and a map of customer needs;
   c. Prepare a description of the company and its history;
   d. Get photos + videos of the product and production from the manufacturer;
   e. Analyze competitors;
   f. Segment the Target Audience (TA);
   g. Package everything in a Commercial Offer (PDFs, XLS,…).

2. Creating a Sales Funnel
   a. Create a map of the sales funnel;
   b. Create a product Landing page with links to sub-landings;
   c. Create landing pages for each offer for a different Target Audience;
   d. Add the product to the ProValue Industry Catalog;
   e. Make a General article where you can gather all the information on the topic with links to the catalog or landing pages;
   f. Email-autoresponder - configure all emails;
   g. Configure all funnel links.

3. Preparation of marketing strategy, presentations and materials
   a. Creating marketing materials;
   b. Creating videos for YouTube, Instagram

4. Regular publication of materials
   a. Posts in Fb/Vk / Ok/Tw/Tumbler/Instagram/Pinterest/Telegram;
   b. LinkedIn (if the offer is in English);
   c. Yandex, Google, Vkontakte and Facebook Groups and Stores;
   d. Facebook Chatbot;
   e. Email-mailing on the database in the corresponding section;
   f. Publication of the announcement+links on forums and thematic platforms.

5. Organization and management of advertising companies
   a. Contextual, banner and other paid advertising;
   b. Promotion and auto-posting in social networks (SMM);
   c. Search Engine Optimization (SEO);
   d. Display advertising (blogs, influencers, partners, ...);
   e. Email marketing;
   f. PR and media relations;
   g. Viral marketing;
   h. Chatbots, group management, auto-posting...

6. Access to the Marketplace
   a. Russian: Avito...
   b. International: Amazon, eBay, Etsy, Wallmart, Google Shopping...
   c. China: Alibaba, WeChat, JD ...
   d. Industrial: Thomasnet, Ec21, Eworldtrade...