

LCI is the 2011 Gold Bulldog Award Winner for
Best Education/Public Service Campaign

LCI also is the 2010 Bronze Bulldog Award Winner for
Social Media

In honor of our 20th anniversary, LCI has a new online look. Please visit us at:
www.landispr.com and tell us what you think!

LCI welcomes
new clients:

[Cartridge World](#)

[Free Range
Content](#)

[Clickworker](#)

[Mills College](#)

LCI Client News:

[Associated Press
and Yahoo! News](#)

highlight Fairmont
Heritage Place

[The Supermarket Guru](#)
declares Biscoff Spread a
hit

[The Miami Herald](#) features
Cartridge World survey

[Destination Insights](#) posts
a slideshow of California
Academy of Sciences' new
snakes and lizards exhibit

May 2011



10 Mistakes to Avoid When Launching a New Product or Service

It happens every year. Right around now, we get a bunch of calls from potential new clients launching something new in September (OK, first tip - everyone launches in September - why not October?!). They've taken an important first step in calling in some PR help at least 4 months in advance (vital if you're looking for long lead publication coverage). But there are other traps anyone can fall into. Here's our list of what to avoid:

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1. **Rushing to market** before your distribution is locked down. If it's not available, why bother?
2. **Not spending enough time on the basics** - messaging, competitive analysis and media training. You only have one shot to launch - don't blow it by ignoring strategy.
3. **Poor communication on your differentials** - why should I buy your product instead of someone else's?
4. **Tacking on a social media plan** instead of incorporating it into a larger strategy. The whole is greater than the sum of its parts.
5. **Keeping your PR firm and ad agency from working together.** Integrating your marketing yields exponential results.
6. **Assuming the CEO should be the spokesperson.** Who is the target customer? The spokesperson should be someone they can relate to.
7. **Not having a PR plan.** Yes, it might change, but if you don't have a plan you don't have a rudder.
8. **Ignoring SEO/SEM.** Everyone googles.
9. **Ignoring "traditional" media** - all media should work together to support your goals.
10. **Allowing "anyone on staff" to handle your Facebook and Twitter posts.** Treat them like mini press releases, with the same care towards grammar and proofing.

Bonjour!

Introducing LCI's "Gateway to Europe"© Program



LCI is part of PRGN, a global network of 42 independently owned and operated agencies all over the world. Because of our affiliation with dozens of European PR firms, LCI has launched its new "Gateway to Europe"© program, offering seamless communications services to clients that work here in the U.S. and in key markets all over Europe. The program provides a step-by-step,

tailored consulting strategy on everything from target market analysis and public opinion research to local, regional and national government relations and media outreach. If you are an American company launching a new product or service in Europe - or a European company launching in America, contact Brianne Miller (brianne@landispr.com) for more information about LCI's "Gateway to Europe"© program.

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