

Improving Sales with Smarter Advertising

advantage

Soft launch = no launch

Any time you have a new product or service idea for which you believe the best introduction to customers is a "soft launch" – meaning little or no marketing, a.k.a. dipping toes in the water – kill it!

Not the launch. The product.

Does this approach sound extreme? What about the investment of time and resources it takes to get a product ready for launch? Isn't it a waste? Yes, and that's the point.

The problems abound:

- Soft launches generally rely on existing customers to find the new

product or service through passing references in existing products or services. That tendency leaves almost no opportunity for acquiring new customers.

- Soft launches assume incorrectly that people are actively watching and waiting for new products and services from you. We hate to break it to you, but prospective customers aren't exactly camped out to get tickets to our laboratories.
- Worst, soft launches indicate a lack of confidence in our ability to scope, develop and manage new products and services.

What to do? The answers lie in common business practices for companies that maintain pipelines of new products and services.

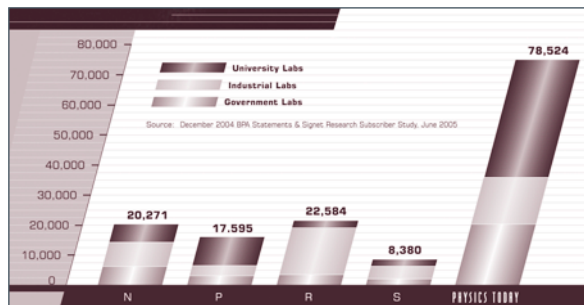
Plan for success. That means *bake marketing and promotion money into the product or service development budget.*

From the Poynter Institute, newsletters@poynter.org
Posted by Jay Small

A partial list of marketing options:

1. Advertising CAMPAIGNS, in print and online
2. Sales support materials
3. Exhibit attendance
4. Press releases
5. Direct mail

Physics Today penetrates the research market better than other scientific trade publications.



Look how R&D spending by university labs is GROWING:

- DOUBLED in the past decade, from \$20 billion in 1993 to \$40.3 billion in 2003.
- It has grown by 44% in the past three years.
- Increases in 2002 and 2003 were the fastest growth rate reported for any two-year period since 1985-86.
- In contrast, industrial spending has been flat.

Universities expanded research space by 11% between 2001 and 2003, the largest increase since 1988.

Source: National Science Foundation, www.nsf.gov/statistics

FREE text link ad for 3 months—a \$1,500 value!

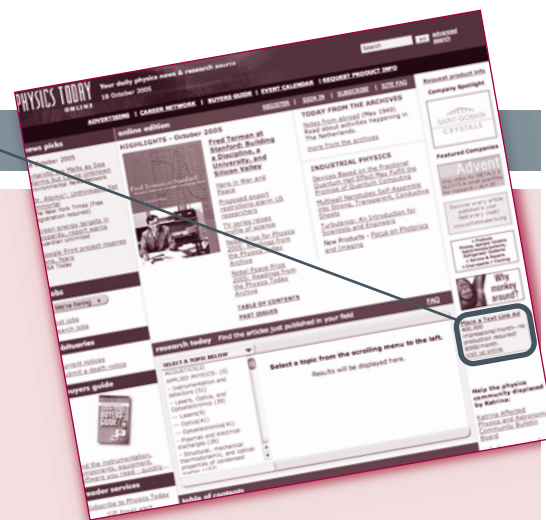
For the first respondent to e-mail jbebee@aip.org with the correct answer to this question:

Of the 63,000 Physics Today readers working at universities, what % of their time (on average) is spent teaching?

Each reader buys an average of **\$489,000 a year** in scientific equipment and services, so they're using more than chalk, and doing a lot more research than teaching.

Hints:

- (1) The number of Duane Starks, CB for the New England Patriots
- (2) The order of magnitude of Avogadro's number
- (3) Britney Spears' age when she delivered her first child
- (4) See our media kit, page 3



PHYSICS TODAY

- December 1: Art due for January 2006
issue of **Physics Today**
- December 23: Reservations due
for February 2006 issue
- January 25: Reservations due
for March 2006 issue–
Bonus distribution at APS
Annual Meeting