

# Strategy. Execution. Impact.



## START-UP ANNOUNCEMENT TOOLKIT

**Announcements** – from launching a company to introducing a new product to letting the world about a rockstar new hire – are an exciting and important time in the life of a start-up. The end goal will be different for each company and announcement, but done right, they can generate great press coverage, drive new business opportunities and boost recruitment efforts. On the other hand, those executed poorly can...

At Ditto, we've successfully handled countless announcements for clients ranging from large corporations to start-ups just getting off the ground. Based on our experience, we've developed this toolkit to help start-ups like you get the most out of your next announcement.

### Getting Started

Your Team Needs to Answer a Few Questions First

➔ **What's the goal for the announcement?**

- Generate sales/customers?*
- Raise overall awareness?*
- Boost leadership position?*
- Increase talent pipeline?*

➔ **Who is your target audience for the news?**

- Customers?*
- Investors or partners?*
- Recruits?*

➔ **When do you want to make your announcement?**

- Yesterday!*
- In a week*
- Within the month*
- Down the road*

➔ **Will your product/company be ready for when you want to launch?**

- Yes*
- No*

➔ **Are there partners or third parties who will speak to media?**

- Yes*
- No*

➔ **Do you have an ongoing or post-announcement communications strategy?**

- Yes*
- No*

➔ **Answer honestly: Will others think this is newsworthy or a big deal?**

- Yes*
- No*

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### Setting a Strategy

It's time to formulate the right strategy for a successful announcement. Based on your answers, your plan should include the following factors:

#### Timing

- Make sure the internal team is on track
- Research upcoming industry or major events to avoid the dates
- Check your spokesperson availability
- Give yourself at least two weeks to reach out to media leading up to the launch

#### Media

- Identify the outlets your target audiences read
- Determine your outreach approach
  - ▶ *Exclusive* - Give the news to only one reporter to break the story
  - ▶ *Embargoed* - Share your news with a few reporters

#### Spokesperson

- Should be someone the media would want to speak with
- Make sure they have been media trained and understand the messaging and positioning of the announcement



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## Announcement Materials Checklist

- Messaging**  
*How should the announcement be positioned to key audiences?*

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- Talking Points**  
*What should your spokespeople be conveying?*

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- Q&A**  
*What are all the questions you could be asked and how will you respond?*

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- Press Release**  
*What is the official information being put out on the wire?*

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- Media Pitches**  
*What are you going to send to get the press interested?*

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- Media Lists**  
*Who are you going to be contacting?*

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- Data and Insights**  
*Do you have data or research insights to support your announcement?*

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- Social and Digital**  
*Do you have content to post on social channels and email newsletters?*

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- Other Items**  
*Need a demo for media or content like blog posts, images or videos?*

## Announcement Timeline

Give yourself as much time as possible to succeed

