



Ready, Set, Launch:

How to launch your **product configurator** for maximum impact and ROI

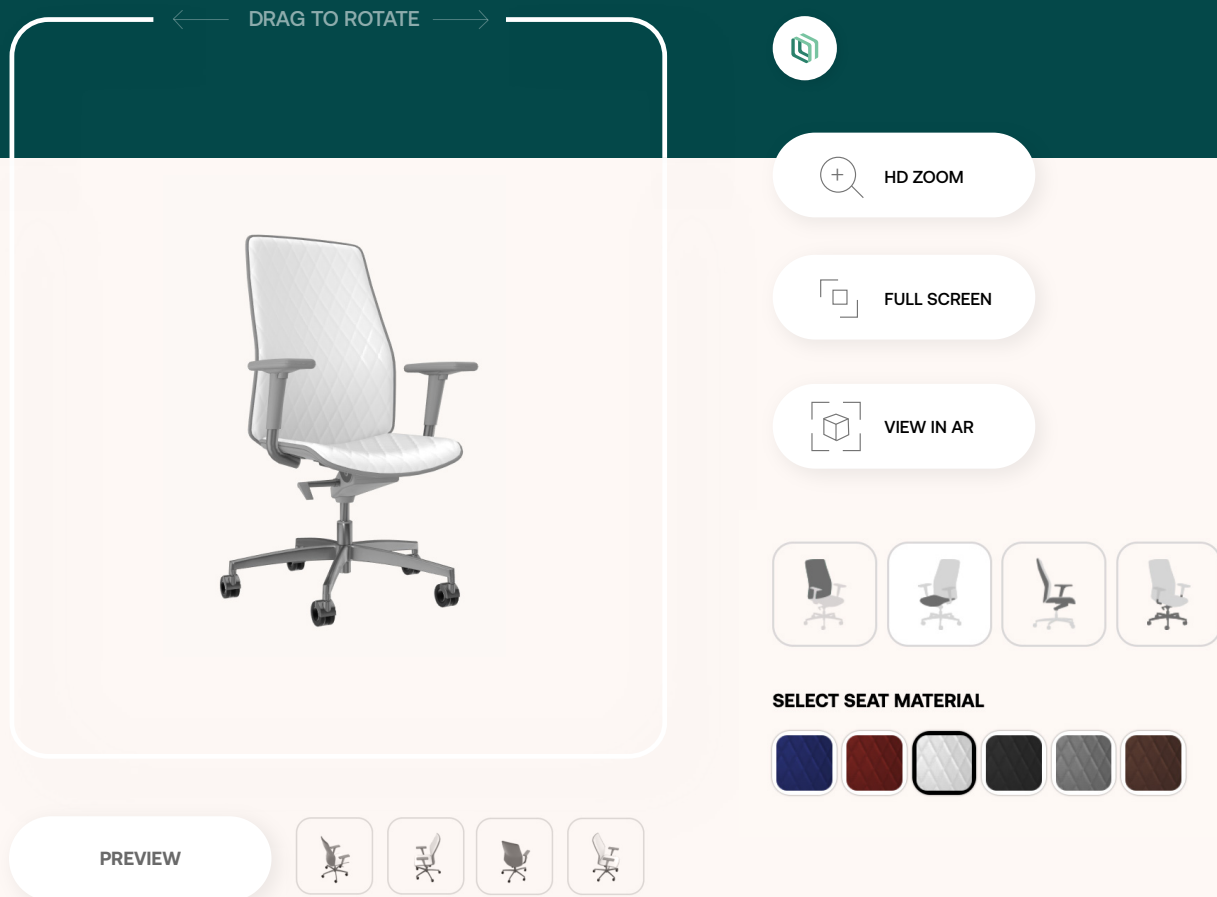


Table of Contents

03 Introduction

Make some noise

05 Section 1: Show It Off

Visuals that Spark Interest
& Generate Experience

15 Section 3: Quick SEO Tips

Words are far more than words

11 Section 2: Tell All

Train, Inform, & Spread the Word

16 Summary

The leap into visual commerce



Introduction

Make some noise

You've taken the leap into **visual commerce** and integrated a sleek product configurator that displays all your products with impeccable detail. 2D, 3D, augmented reality, and virtual photography – your configurator can do it all. Your team made sure every option and feature is listed and ready for personalization.

But, you're not done yet. Now it's time to launch your configurator.

Do you want to do a hard launch or a soft launch?

Soft launch

- **A limited release** usually to a smaller group of clients three to six months before general availability to the public.
- **You get a sneak peek** at consumer interest and usage patterns to highlight the value of your product configurator.
- **Collecting feedback** in a soft launch can be used to improve your configurator and launch methods before your final hard launch –maybe you'll discover that new users want training, demo videos, or blog posts about the configurator. By first doing a soft launch, you'll have the time to prepare a more comprehensive hard launch.
- **You could also opt for a phased release**, which gives you time to collect and apply feedback in stages from early users so that when it is fully launched, the product configurator will provide an even better user experience.

Hard launch

- **Is the official public release** of a product.
- **It includes a formal announcement** to the media and general public using press releases, social media, and other kinds of campaigns.

If your product configurator is geared towards particular industries, you should consider a solution launch. Solution launches showcase relevant applications of your product configurator in context so that users from particular industries feel that it's tailored to their needs. Every launch should tell a convincing story that makes B2C customers feel like they can't wait another day to use it for their kitchen redesign, luxury clothing displays, or next construction project. And [B2Bs](#) should be counting down the days until they can show merchants, retailers, and sales reps this snazzy new feature to sell everything from large office equipment and specialized tools to customizable handmade jewelry and art faster.

Be sure to use what you learn from your launch to refine future, more widespread launches to reach your target audience and reduce bugs. Effective launches also collect feedback from early adopters gathered through surveys, live chats, or other methods to support the configuration experience and improve it for future users.

Whether you're B2B or B2C, launching internally or externally, our tips for attracting attention using visual and informative methods can help.

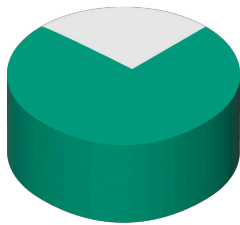
There are three important elements of any launch: **functionality, impact, and feedback**. The most successful launches highlight how the product makes customers' lives better, changes the future of selling, and continually refines user experience.

Section 1

Show it off: : Visuals that Spark Interest & Generate Experience

LAUNCH VIDEO

You're ready to launch, so let's get started. It's no secret that videos sell. A well-made sizzle reel is sure to draw in customers by quickly highlighting your configurator's unique features as well as the stunning personalized experience of using it. (Check out [this video](#) from Jonathan Louis Design Lab to see just how effective a video can be.)



64-85%

viewers are more likely to make a purchase after watching a product video

Internal and third-party sales reps need to know how to use your product configurator and how to best show it off. A launch video is a great way to educate B2B users so your configurator can be used as a sales tool to arm sales reps on the floor. It can also help your B2B customer control the message and highlight key features of the configurator especially as that message flows downstream from the VP of sales to Internal Sales Reps and onto Third Party Sales Reps.

For B2Cs, videos are a great way to get customers excited to shop. When customers start looking to customize their new bed frame, find the newest luxury purse straight off the runway, or the perfect engagement ring for their special someone, they go to Google. And YouTube videos appear in [70% of the top 100](#) search result listings. When they find out they can see the real thing in vivid 3D and 2D detail rather than leaving it to imagination, they will buy more, faster, increasing conversion and average order value.

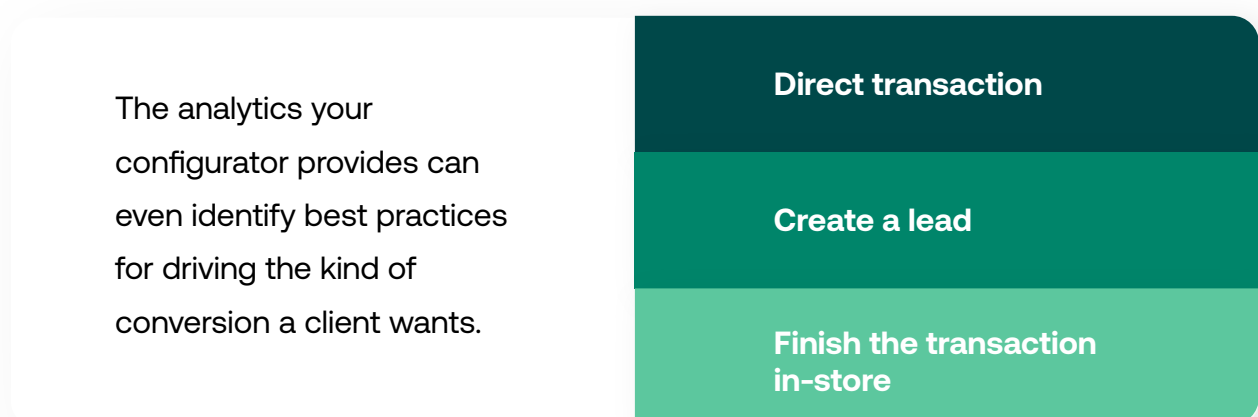
DATA & DRIVING CONVERSION

Product configurators are for more than making products look pretty; they also help you [increase engagement](#), sell more, and reduce cart abandonment by collecting essential analytics. For B2Bs launching a configurator, data and analytics can sell your configurator to current and new clients. Be sure to highlight the analytics that your configurator provides and how it can help business clients drive conversion:

- **Identify** leading indicators of drop-off.
- **Build a smarter user experience** that drives more revenue.



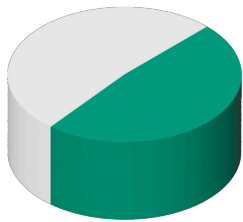
B2Bs can also help their clients' sales reps explore and customize products and shopping experiences based on customer needs and preferences.



Even after your initial configurator launch, continue introducing your configurator to potential clients by sharing analytics collected through user engagement to gain new users. And reach out to your current clients already using the configurator to maintain trust and their confidence in your configurator.

SOCIAL MEDIA

Shopping and social media are a match made in e-commerce heaven. Whether you're a social media marketing pro or just starting out, your product configurator launch on social media could reach the 47% of Millennial consumers.



47%

of Millennial consumers, currently the world's most powerful group of consumers) use social media to shop.

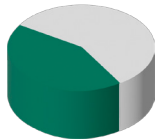


Most **Millenials** use **Facebook, TikTok, Instagram, YouTube and Twitter** while Gen X sticks to Facebook and Gen Z is hooked on **TikTok**.

With a carefully curated social media post, B2Cs can target their ideal audience and generate buzz and B2Bs can let their business clients know to look out for an exciting new selling tool.

- **Share teaser videos and posts**, you could even make it a countdown, in the days and weeks leading up to launch day to give consumers frequent reminders.
- **Create branded hashtags** so curious customers can find all the info they need about the configurator with one click.
- **Host a contest on social media** that asks your audience to test the configurator and share their configurator creations. Choose random participants to win a prize and have viewers vote on a winner.
- **Partner with popular influencers** to create a video using the configurator, adding a fun, personal touch and showing your audience the configurator in action.

For companies using a configurator to sell luxury goods, **social media makes a massive difference**. And luxury marketing is more [focused on storytelling](#) about the experience of owning a product. Try showing off your product configurator in a video on TikTok, Instagram, or Facebook that mimics the experience of interacting with luxury objects.



1/3

[of global luxury sales](#) are expected to take place online by 2025



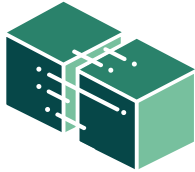
2x

millennials are twice as likely to prefer brands that use social media

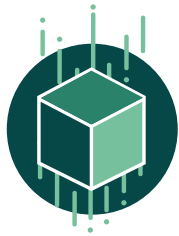


CROSS PROMOTION

Everyone wants to sell more, so find a buddy and launch together. It's a win, win – you show off the configurator and their product looks great in 3D.



Feature popular brands in your product configurator to entice shoppers to buy more and increase your brand recognition.



Build a joint ad campaign that highlights unique features of your configurator and your partner's product in it to expand your client base.



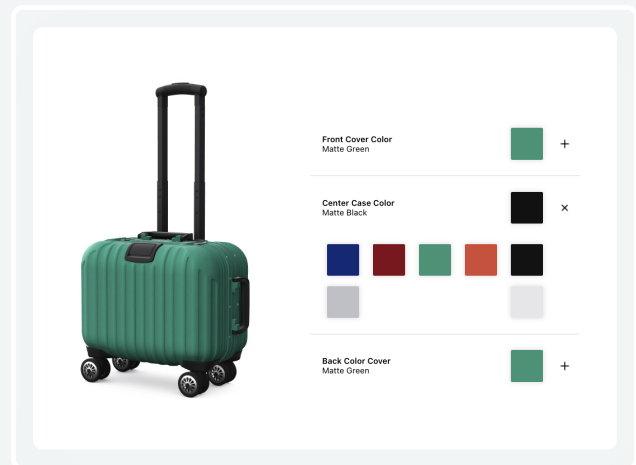
Instagram contests get 3.5 times more likes and 64 times more comments than regular posts. So, **run a joint contest on social media** with your partner's viral product as a prize to create buzz



Organize an event with a high profile automotive brand where customers can customize the perfect ride.

WEBSITE

We all love a quick, easy solution. Nothing could be easier for a B2B or B2C than making their configurator a prominent feature on their website with a launch landing page, product detail page (PDP), website banners, and links to the configurator from your homepage.



- **Make your value propositions crystal clear and exciting** – you want viewers to understand why they need it.
- **Include a countdown timer** to the launch to generate anticipation.
- **Integrate email opt-in forms** to establish future channels for connection.

Your website is your most important marketing asset, so don't stop at the landing page. Try mixing pinned and short-term homepage features so that return users are repeatedly reminded about your configurator offerings and new visitors stumble across it whenever they discover your company.

- **Feature the configurator launch video** or other visual at the top of your homepage.
- **Add “configure” or “customize”** to your navigation.
- **Create a pop-up on the PDP** that covers the basic how-tos of using a product configurator with a [video](#) or quick guide. (Check out [how California Closets did this.](#))
- **Write a blog post** detailing your newest feature and share it on your homepage.
- **Share success data** about using a configurator on your website.

Section 2

Tell All: Train, Inform, Spread the Word

CONFERENCES AND EVENTS

Product configurators are engaging and fun to use. So, why not unveil your product configurator in action and in public at a conference or other event? Launching your product configurator at a public event gives you the opportunity to answer client questions in real time and have meaningful conversations that boost sales.

- **Don't forget to post live videos and document the event to share on your blog and social media pages.** (Remember to tag companies and people that participated to generate more traffic to your page.)
- **After the event,** post a short video including event highlights on your website and social media.
- **Prepare a write-up with fun,** engaging photos from the event for a press release.
- **Follow up with event attendees** to make sure they review your product configurator and move forward with your budding partnership.

PRESS RELEASE

With the rise of social media and relative decline of print media, many marketers have given up on press releases. **Their loss is your gain.**

- **Pay attention to what's popular online** and make your configurator launch join the party by using catchy titles and examples to link to broader trends.
- **Embrace the interactive press release** — think videos, gifs, links, and quizzes
- **Reach out to journalists** who write for your target audience.
- **Share your press release on your website,** link to it in a social media post, and post on your company blog. More exposure means more traffic.

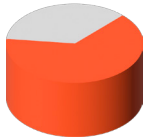
EMAIL CAMPAIGN

With 4 million people using email everyday and 77% of marketers seeing an increase in email engagement, an email campaign is bound to succeed if it's done right. That goes for B2Bs and B2Cs:



50%

of people buy from marketing emails at least once per month



64%

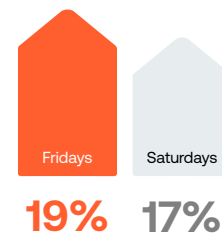
of B2B marketers say their email marketing strategy helped them meet business goals.

WHY EMAIL CAMPAIGNS WORK:

Everyone wants to sell more, so find a buddy and launch together. It's a win, win – you show off the configurator and their product looks great in 3D.

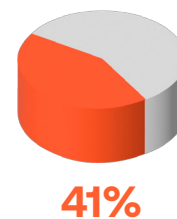
There is such a thing as the perfect moment

Fridays see the highest email open rates at nearly 19%, compared to lowest rate of 17% on Saturdays.



Email views

41% of email views come from **mobile devices**, so optimize your emails for easy-reading on smartphones to increase unique **mobile clicks by 15%**.



Welcome emails are an audience favorite

more than **8 out of 10 people** open them – generating **4x more opens** and **10x** more clicks than other emails. Welcome more people to use your configurator by making your launch email resemble a welcome email.

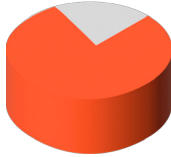


UP-LEVEL YOUR LAUNCH EMAIL CAMPAIGNS FOR MAXIMUM IMPACT:

- **Build anticipation** with an initial email that teases a new offering to generate anticipation.
- **Insert GIFs** of the configurator in action in your email. Moving 3D images are sure to draw attention.
- **Offer exclusive discounts or gifts** to early users to encourage engagement.
- **Include links to sign up** for a webinar that teaches sales reps how to use it.
- **Feature call-to-action buttons** prominently and often throughout each of your emails to make readers feel like they have to try it.
- **Include testimonials** from customers already using the configurator.
- **Create a friendly sales competition** for the first several months that rewards salespeople who sell the most using the configurator.

TRAININGS & WEBINARS

Everyone loves a free education and you've got something to teach – how to use your configurator



89%

of marketers saying webinars worked better than other channels for creating qualified leads, B2Bs just have to try it.

- **Promote your webinar widely** – more attendees means more buzz which means more interest in your configurator.
- **Keep in touch with registered attendees** even before the webinar takes place. Remind them regularly and offer them special perks exclusive to them just for coming.
- **During the webinar, offer a special link to exclusive promos or packages** – they're more likely to purchase right away if they are given the best offer.
- **Invite guest speakers from across your company to speak** – have the CEO pop by or designer to vary the delivery and make attendees feel like they know your company better.

Section 3

Quick SEO Tips to Configurator Success

Words are far more than words – they're a way to unlock countless doors to the perfect clients.

Guide to URL naming

When naming a URL, it's always better to be specific about the type of configurator you are using.

Use [semrush.com](https://www.semrush.com) to find winnable words.

Use [H1 tags](#) and [Meta tags](#)

to help search engines understand the page, improve user experience, and enhance accessibility.

B2B's should use IP reveal

to show who is engaging with your configurator and give you opportunities for follow up.

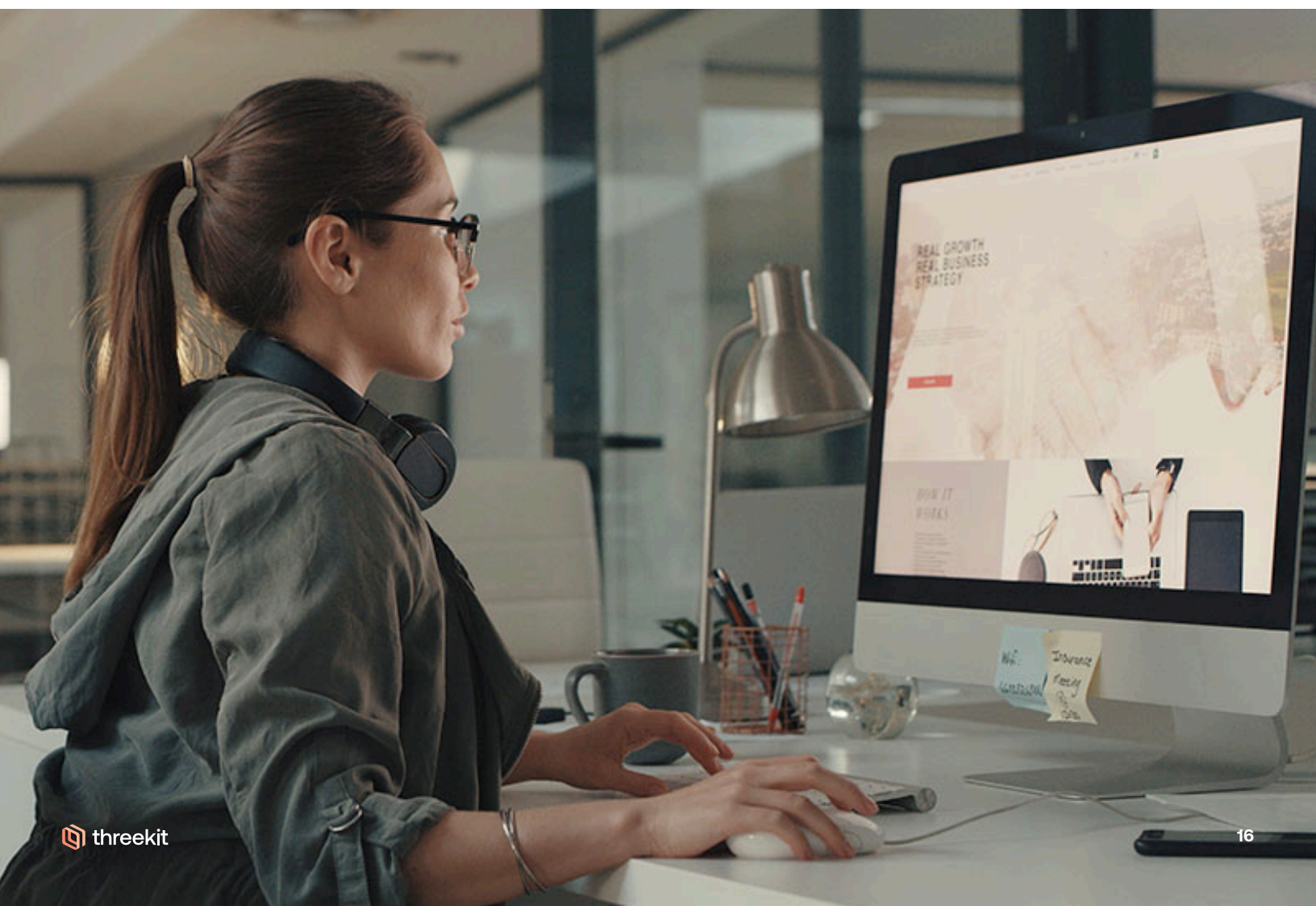
Check out [HubSpot](#), [Clearbit](#), or [6sense](#).

- **List the product configurator** on your site map.
- **Include frequent and numerous links** to your configurator internally and externally on your website, in emails, and via social media.

Summary

You've taken the leap into visual commerce, now dive deeper by showing off your product configurator. We've given you the tools for making your investment pay off with a wide array of visual and informational strategies from social media posts with the hottest influencers to an impeccably planned email campaign.

To learn more about integrating, launching, or [using a product configurator](#), talk to the [Threekit sales team](#). We'll help you get started and at every step of the way as you venture into the exciting possibilities visual commerce brings. We have all the tips for increasing conversion and engaging customers. And we're always creating new ways to help you show more and sell more.





Threekit enables brands to create and manage beautiful photorealistic, 3D and augmented reality product visuals at scale. We're uniquely qualified to help guide you through the visual economy.

[Schedule some time](#) with one of our product visualization specialists to see how.

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