Sample deliverable: Marketing & PR

Launch campaign plan

Ridgeback Fabrication. A 60-person metal fabrication shop launching a modular railing line.

Prepared by Shipwright Labs, October 2026

Sample deliverable prepared for a fictional client. Names, figures, and findings are illustrative.

Contents

1 Summary

2 Messaging

3 Audiences and channels

4 Press release

5 Campaign calendar

6 Measurement

1 Summary

Ridgeback Fabrication is a 60-person metal fabrication shop. For 22 years it has built custom stair and balcony railings for commercial contractors. It is now launching Ridgeback Modular Rail, a line of pre-engineered railing sections that ship in standard lengths and install with one bracket system.

Customers know Ridgeback for custom work. This campaign has to introduce a product to people who have never bought one from the shop, and give the sales team qualified conversations to follow up.

6 weeks	3	40	4
Campaign length	Audiences	Qualified leads, target	Trade press placements, target

A qualified lead is a named contact with a project or a stocking need in the next six months.

Ridgeback Fabrication, Bramblewood, Marisol Keane, and the quotes in the press release are fictional.

2 Messaging

Positioning statement

For commercial contractors who need code-compliant railings installed on schedule, Ridgeback Modular Rail is a pre-engineered railing system that installs in about half the time of custom welded railing. It is made by a shop that has fabricated custom railings for 22 years.

Key messages

Message	Proof points
Installs in about half the time	Bolt-together sections and one bracket system; timed installs on three pilot projects
Engineered to code, with the calculations to prove it	Sections engineered to building code guard load requirements when installed to the published details; stamped calculations for each standard configuration
Made by fabricators, not a catalog	22 years of custom railing work; shop support and custom pieces for unusual site conditions

Voice

- **Say:** specific numbers from the pilot projects, the names of the trades who install it, and plain words a superintendent would use.
- **Avoid:** claims the shop can't prove, such as "strongest" or "cheapest"; design-magazine language; and anything that suggests the custom work is going away.

3 Audiences and channels

Audience	What they care about	Channels	Call to action
General and railing contractors	Install time, crew hours, lead time, and fewer callbacks	Trade press, email to the shop's contractor list, the regional trade show, and sales calls	Request a quote for a current project
Architects and specifiers	Code compliance, finishes, and specification documents	A three-part specification with CAD and Revit details, architecture trade press, and lunch-and-learn sessions that earn AIA continuing education credit	Download the specification package
Building supply distributors	Margin, stocking sizes, and reorder lead time	Distributor sales calls, trade show meetings, and a partner program sheet	Book a distributor meeting

4 Press release

Ridgeback Fabrication

Release For immediate release, September 14, 2026

Contact Media relations, Ridgeback Fabrication

Ridgeback Fabrication launches Ridgeback Modular Rail, a railing system that installs in about half the time of custom welded railing

Bramblewood, Va., September 14, 2026. Ridgeback Fabrication, a commercial metal fabrication shop, today launched Ridgeback Modular Rail, a line of pre-engineered steel and aluminum railing sections for commercial stairs, balconies, and walkways. Sections ship in standard lengths and install with a single bracket system, so crews bolt railings in place instead of welding them on site.

On three pilot projects this summer, installers finished railing runs in about half the time of comparable custom welded railings, with no field welding and no hot-work permits.

"Contractors kept telling us railings were the last thing holding up their inspections," said Marisol Keane, president of Ridgeback Fabrication. "We've built custom railings for 22 years. Modular Rail takes what we learned and puts it in a system a crew can install in a day."

Modular Rail comes in three finishes, with stamped engineering calculations for each standard configuration. Specification sheets and CAD details are available on the company's website. Ridgeback is also opening a distributor partner program for building supply distributors in the Mid-Atlantic.

About Ridgeback Fabrication. Ridgeback Fabrication is a 60-person metal fabrication shop that has designed and built custom railings, stairs, and structural steel for commercial contractors since 2004.

###

5 Campaign calendar

Week	Press	Email	Social	Trade show	Sales enablement
Week 1	Release to trade press; pitch two feature stories	Launch email to the contractor list	Launch video and product photos	Booth confirmed; demo rig built	Product page and quote request form live; sales one-pager and price sheet
Week 2	Editor follow-ups; offer a pilot site visit	Architect email with the specification package	Install time-lapse from a pilot project	Meeting invitations to distributors	Call guide for each audience
Week 3	First placement expected	Contractor case study email	Customer quote cards	Demo rehearsal; show offer set	Distributor partner program sheet
Week 4	Second placement expected	Show reminder	Live posts from the show floor	Regional trade show and booth meetings	Follow up on every lead within 2 business days
Week 5	Third placement expected	Follow-up to every booth lead	Show recap	None	Architect lunch-and-learn sessions
Week 6	Fourth placement expected	Last call for launch quotes	Pilot project case study	None	Pipeline review and handoff to sales

6 Measurement

Month 1 snapshot, weeks 1 to 4

KPI	Target	Weeks 1 to 4	Status
Qualified leads	40	27	On track
Trade press placements	4	3	Ahead of plan
Product page visits	3,000	2,140	On track
Launch email open rate	35%	38%	Ahead of plan
Trade show booth meetings	25	22	Missed by 3; show is over
Quote requests	12	7	Behind pace

Leads by audience

Audience	Target	Weeks 1 to 4
Contractors	22	15
Architects	8	5
Distributors	10	7
Total	40	27

Contractors and distributors are on pace. Architects lag, which is expected, because the lunch-and-learn sessions fall in week 5. The trade show produced 22 meetings, against a target of 25. Quote requests are behind pace at 7 of 12. Weeks 5 and 6 shift time toward architect follow-up and toward turning the 22 booth meetings into quote requests.