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| Hi There.  Thanks for Downloading This Resource.  image1.png |
| ↓↓↓  How to Use This Template |

These templates are intended to help you communicate product/feature updates and changes to your teams internally. They are not intended to serve as notifications for customers of product changes, but you can certainly adapt these templates for external use if you’d like to do so.

1. Each time you have a new product feature or update, make a copy of these templates and replace the italicized text with the specifications of that feature/update.
2. Delete or replace any remaining italicized sections throughout the template.
3. Copy/paste into the body of an email and send it to all stakeholders or over the all-team email alias.

(Keep scrolling to templates)

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Product Notification Internal Email Template

HubSpot recommends creating a view-only copy so that your team members can make their own copies whenever a new product is released.

Subject Line:

Here, write a 12-word-or-less description of the update that’s occurring. You can also use bracketed text at the beginning of the subject line to set expectations about what kind of product notification the recipient is about to see.

New Product Notification:

Quickly name the product and describe that it is now live for its intended audience.

What is It?

Here, type 1-2 sentences describing what this new feature or product allows customers to do. What are they able to accomplish now that they were not able to do before?

Why It Matters:

Explain the purpose of the update. Keep this section concise and focus on the core 1-2 reasons why you’re releasing/updating this product.

Does this update address a common customer complaint? Are you bringing your product up to par for the market you’re in? A picture-painting statistic can go a long way here, too.

Finish this section with a sentence about the impact that this will create for your customers.

How It Works:

In this section, give a brief overview of the steps required to get or use this product/feature. How do your customers sign up? Are there any usage limitations? Anticipate frequently asked questions and try to reduce confusion upfront.

Images and screenshots are especially helpful here.

Who Gets It:

If you have separate product or membership tiers, specify which group of people will get access to the new product/feature.

In Which Languages/Locations is This Available?

If applicable, specify which stores or sites this product or feature will be available in. Is the product available in all languages you serve, or just one/some?

Where Should I Bring Questions?

Share the name of the person who’s directly responsible for the product or feature. Specify whether it’s best to reach them via Slack, email, or other means.

Product Notification Internal Email Example

Subject Line:

[In Beta] New Alpha mobile app feature for uploading images on the go

New Product Notification:

New Alpha is being rolled out to enterprise customers. Read on for what this could mean for your accounts and what you’ll need to know.

What is It?

With our most recent iOS update, our users can now scan images into the database right from their phones – no syncing with a computer is required.

Why It Matters:

Many of our customers spend the majority of their time outside the office. Historically, they’ve taken the photos they needed for auditing purposes on a camera or phone and then uploaded them to their computer and into the database.

On average, customers were spending 33 minutes per week uploading files on desktop devices. With this release, customers will now be able to take photos on their phone and send them directly into the database. They can now spend those 33 minutes talking with a new client or visiting another site, meaning that we’re giving them hours back to grow their careers and businesses.

How It Works:

From the home screen of the app, press the camera icon on the left side of the bottom toolbar. Take your photo.

Once you’ve snapped the photo, select a customer account from the dropdown menu. You can start typing in the search bar to locate a customer, too.

Press ‘Upload’ and the image will immediately upload to the account across all devices. You can find these images under the ‘Gallery’ section at the bottom of the account’s home page in your database.

App users can upload up to 25 photos per account in their database.

Who Gets It:

This feature is currently available for select enterprise customers only. We will provide another update when it becomes available to all customers.

In Which Languages/Locations is This Available?

Currently, this feature is only available in English; however, we’ll be translating the in-app copy within the next two weeks. Users of the Spanish version of the app will still be able to access the feature, but the copy will be in English for the time being.

Where Should I Bring Questions?

Share the name of the person who’s directly responsible for the product or feature. Specify whether it’s best to reach them via Slack, email, or other means.

Product Marketing Progress Internal Email Template

HubSpot recommends creating a view-only copy so that your team members can make their own copies whenever a new product is released.

Subject Line:

[Insert Days Until Launch] Days Until [Product Name] Product Launch

Hi Team,

Days Until Product Launch *[Insert Date of Launch]*: [Insert Days Until Launch]

Resources:

Here, link out to any shared documents, pages, the campaign planning spreadsheet also included in this kit, or any other resources that your team may need to reference this week.

* Resource 1
* Resource 2
* Resource 3

Overarching Launch Goals:

1. Remind your team of the overarching campaign goals in this section.

2. Are you aiming for a certain amount of product sold, social buzz, or upgrades?

3. Keeping these goals front and center will help maintain your team’s alignment.

Quick line items to bring to your attention:

* If there’s any news that’s crucial for your team to know, place it here.
* Perhaps there’s a new resource you want to call extra attention to, or maybe an executive has made an important call in the past couple of days.

Updates by Team:

In this section of the email, run through brief status updates and developments from each team. This is also a great place to share each team’s focus for the upcoming week.

Feel free to replace the team names with the most relevant teams for your product launch. You can also replace the team names with individual employee names, and each person can share a priority for the week that has to do with the product launch.

Web Team: Status -

● Place the web team’s status update here

Social: Status -

● Place the social team’s status update here

Public Relations: Status -

● Place the social team’s status update here

Internal Enablement: Status -

● Place the internal enablement team’s status here

Questions, comments, or concerns? Please do not hesitate to reply to this email or reach out to me directly.

Thanks,

[Your Name]

Subject Line: 30 Days Until Project Nuevo’s Product Launch

Hi team,

Days until Product Launch (June 24): 30

Resources:

* Product Launch Timeline Document
* Product Landing Page
* Intro Video From Our CEO

Overarching Launch Goals:

* 1,000 New Customers in 90 Days
* 1,000,000 Social Impressions for Product Announcement
* 20,000 Inbound Calls

Updates by Team

Web Team: Status - On Track

According to Rebecca on the Web team, “We’ve passed our pricing page copy off to the Legal Team, and they’re going to approve/comment on it by Thursday. This week, we’ll be finishing the front-end development for the redesigned pricing page.”

Social: Status - Slight Concern

Jen from the social team reports that “Our influencer has paused contract signing for her legal team to review. This may push back filming if the issue is not resolved in the next five days.”

Public Relations: Status - Moderate Concern

Alice from PR states, “Our key customer has decided not to be quoted in our press release. This means we’ll need to redo our draft and will have to conduct another customer interview to incorporate into the piece.”

Questions, comments, or concerns? Please do not hesitate to reply to this email or reach out to me directly.

Thanks,

- Carly