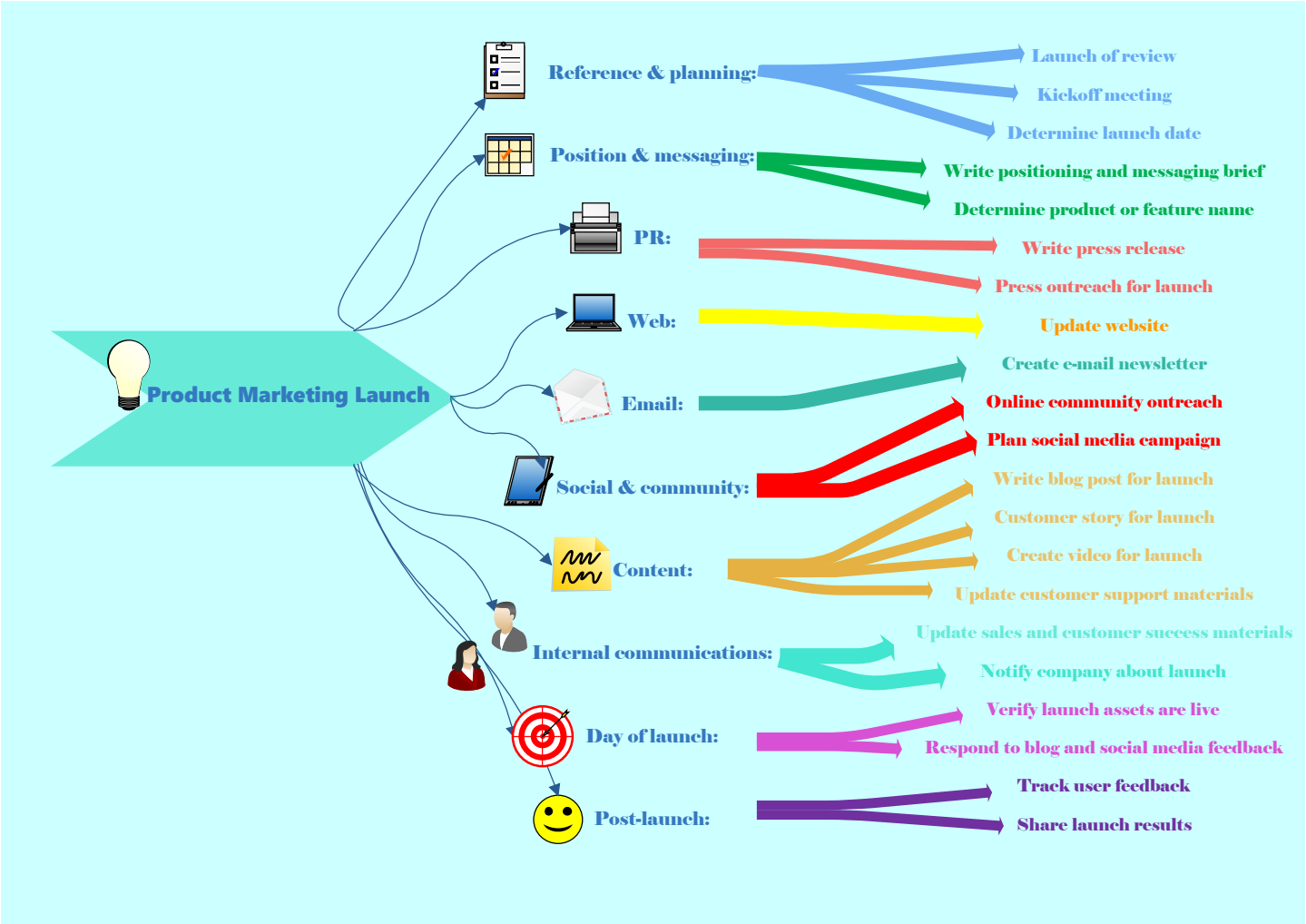
Product Marketing Launch
Reference & planning:
Launch of review
Kickoff meeting
Determine launch date
Position & messaging:
Write positioning and messaging brief
Determine product or feature name
PR:
Write press release
Press outreach for launch
Web:
Update website
Email:
Create e-mail newsletter
Social & community:
Online community outreach
Plan social media campaign
Content:
Write blog post for launch
Customer story for launch
Create video for launch
Update customer support materials
Internal communications:
Update sales and customer success materials
Notify company about launch
Day of launch:
Verify launch assets are live
Respond to blog and social media feedback
Post-launch:
Track user feedback
Share launch results