

Product Notification Internal Email Template

Zaid Alie Digital 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 Template (Sample)

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,

[You're Name]