

PRODUCT MARKETING TEAM:

PRODUCT LAUNCH BRIEFING

This document contains all of the key details of a product launch. PMMs kick off this doc for every P1 launch when a product is in its development and approaching an alpha state. This document is filled in with more and more details over the course of a launch per our 2019 launch process.

BASELINE PRODUCT DETAILS
Simple explanation
<i>What is driving this campaign? Explain what it is, and why we're doing it.</i>
Involved parties
<i>Who is the driver? E.g., GMs, PGLs, PMs, exec priority, pricing team, etc.</i>
Expected timeline
<i>When do we expect this milestone to actually "hit"? What is our level of confidence?</i>
Pricing & packaging
<i>What do we know about pricing & packaging so far? What hub & edition will this be in? Is it a per hub or per seat product? What is the actual price? Is there any kind of a time-based incentive/promotion? Any grandfathering</i>

considerations?

Additional details

Other details, links to resources, mock-ups, compass stories, wiki pages, etc.

CAMPAIGN PROPOSAL

Type of Launch & P-Level

Is this driven by a Compass story? Pricing milestone? Brand or messaging campaign? Something else? What "P Level" is this launch?

(Note: if brand or messaging campaign, this doc may not be the best fit for outlining the campaign.)

Timeline & Cadence of Launch

When do we propose this happens? Define timelines for each of the major launch stages - when pre-promotion should begin, the actual launch day ("launch pop"), the longer period of time over which the campaign will execute, and when the campaign will end.

Launch Goals

This should be as specific as possible. It should at least name a metric (e.g., "MQLs", "Revenue from product X", "New WATs", etc) even if there isn't yet a specific target.

DARCI

To be completed during kickoff meeting. Should include an "R" for each marketing team contributing to the launch.

PRODUCT POSITIONING

[Head] - Offering introduction

Introduce our offering. What is it? What value does it deliver? Include the product name, a short tagline, and what the product does in a short sentence or two.

[Head] - Value-Benefit statements

3-5 bullet points of value or benefits that this product/feature/change delivers, and how. e.g., "Pinpoint the right time to convert visitors to leads. HubSpot Marketing Starter gives you smart conversion tools that give you full control over when and how you ask your visitors to take the next step."

[Head] - Availability Language & Call to Action (CTA)

What will our availability language be at the time of launch? What do we want people to do? How do they do it? e.g., "Available on June 1st. Sign up here."

Link to narrative deck

If you've turned this positioning into a narrative presentation, link out to it here.

EDITORIAL POSITIONING

For editorial campaigns, this document should inform the editorial positioning that Jami Oetting & Meghan Anderson will work on.

[Heart] - Macro shift, trend, problem, or driver behind this change

What is the broad, relatable thing happening in the world of our target audience that warrants us to build this thing or make this change? Include supporting points & examples when possible. You'll need to tie your positioning back to the "grow better" concept in some place, and this is often the easiest place to do it from.

[Aspirational message] - How should businesses respond?

What should businesses be doing differently? Why haven't they made this change? Is there whitespace in the market, or do other solutions have some shortcoming? Include supporting points & examples when possible.

INTENDED AUDIENCE

Who are we targeting with this product/feature/change?

Is this one of our core personas? People who are encountering some specific kind of pain point? Be as specific as you can.

Representation in our install base

How can we quantify the presence of this persona in our install base of users? This may be with hard numbers, and/or inferences we are able to make. What else do we know about these people? (e.g., are they typically agencies? Free CRM users? In a certain market, vertical, region, or is there some other defining characteristic?)

Representation in our marketing database

How can we quantify the presence of this persona in our marketing database? This may be with hard numbers, and/or inferences we are able to make. What else do we know about these people?

Representation in the wider market (broken down by region)

How can we quantify the presence of this persona out in the wider market? Is there TAM data out in the world that we can find? Can we infer the presence and/or size of the market based off the scale of competitors in the space? This

must be broken down by region when possible.

CAMPAIGN MAP & KEY CAMPAIGN ASSETS

Key Campaign Assets

Put a link here to the epic in JIRA for each of your campaign assets (or even better, a link to a view of those assets.)
For each asset, you should articulate the following items in the notes:

- A DARCI model
- Localization needs
- A due date
- A go-live date
- Goal(s) this asset is intended to drive
- Promotional strategy/channels

Be sure to review the baseline assets that are committed at each campaign level, including the assets the creative team is responsible for, and include those in your JIRA tickets created.

CAMPAIGN RUN OF SHOW

Day/time	Asset Name	Responsible Party
	<i>(Note: you may keep this in a separate spreadsheet & link to</i>	

	<i>it from here.)</i>	

CAMPAIGN RESULTS & LEARNINGS
Link to results & learnings
<i>Link >></i>