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

This template is intended to help you communicate product/feature updates and changes to your teams internally. This is not intended to serve as a template for notifying customers of product changes, but you can certainly adapt the template 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 this template 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.

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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.*

*For example:*

* *[In Beta] New Alpha mobile app feature for uploading images on the go*
* *[Now Live] Alpha V2 added to all customer accounts*

**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?*

*For example:*

*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:**

*Now, run your readers through the purpose of releasing this 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.*

*For example:*

*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:**

*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.*

*For example:*

*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:**

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

*For example:*

*This feature is available for all users of our mobile app regardless of their payment plan.*

**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?*

*For example:*

*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.*