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| **Hi There.**  Thanks for Downloading This Resource. |
| ↓↓↓  How to Use This Template  *This template is intended to help you track the progress of a product launch campaign internally via regular email updates. You can think of it as an internal newsletter about recent campaign plan updates.*  1. Each week/month, make a copy of this template and replace the italicized text with the progress that each stakeholder has made on the launch assets they own.  **2.** Delete or replace any remaining italicized sections throughout the template.  **3.** Copy/paste the following pages into the body of an email and send it to all stakeholders or over the all-team email alias. |

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(Keep scrolling to templates)

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Hi team,

**Days until Product Launch (February 1): 31**

*(Replace the product launch date and remaining number of days with information specific to your product 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, you can 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. (Hint: You can also replace the team names with individual employees’ names, and each person can share a priority for the week that has to do with the product launch.)*

**Web Team**: Status - On track *(Fill in the actual status of the team relative to their overall product launch contributions. Are they on schedule to complete all of their assets on time? Color-coded phrases are helpful as indicators.)*

* *Have a representative of the web team give you a 1-2 sentence summary of what the team accomplished last week and the next major step they’re taking this week to assist with the product launch.*
* *For example:*

○ *“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

● *Place the social team’s status update here*

**Public Relations**: Status - On track

● *Place the social team’s status update here*

**Internal Enablement**: Status - On track

● *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,

Type your name here.