

Please do not share this news before we've made the official announcement at ~TIME
PST / TIME GMT on DATE

PLAN OF ATTACK:

What is it?

1-3 sentence description of what is being announced.

Who gets it?

Which customers will have access.

How are we releasing it?

See "Schedule of launch activities" below

What will the experience for existing customers be?

- Bulleted summary of announcement, CTAs, and in-product experience with links

What will the experience for new customers be?

- Bulleted summary of announcement, CTAs, and in-product experience with links

Schedule of launch activities

DATE

TIME PST / TIME GMT

1. Engineering plan link [we use GitHub for this] >
2. Enable feature(s) | Engineering - NAME
3. Push docs live | Product education NAME
4. Sign up flow goes live | NAME

TIME PST / TIME GMT:

1. Marketing pages go live | NAME
2. CHECK URLs, CTAs and links:
 - Links to test listed here

3. **TIME PST / TIME GMT: Press embargo lifts | NAME**
 - Details here
4. **TIME PST / TIME GMT: Product Hunt submission | NAME**
 - Details here
5. **TIME PST / TIME GMT: Publish social media announcement 1 | NAME**
 - See content for posts here >
 - Announcement tweet >
6. **TIME PST / TIME GMT: Set announcement campaign live | NAME**
 - Announcement campaign >
7. **TIME PST / TIME GMT: Publish announcement blog post | NAME**
 - Blog post >
8. **TIME PST / TIME GMT: Pause campaign and ensure no unexpected issues | NAME**
 - a. Get green light from: EM, Ops, Customer Support
6. **TIME PST / TIME GMT: Set announcement campaign live again | NAME**
 - a. Announcement campaign >
7. **TIME PST / TIME GMT: Publish social media announcement 2 | NAME**
 - a. Twitter:
 - b. Facebook
 - c. LinkedIn