

SAMPLE MARKETING WORKFLOW FOR NEW FEATURES



PREPARE FOR THE CAMPAIGN:

Select the most critical feature or two from the release and the associated marketing personas that the feature applies to.

CREATE THE RELEASE NOTES:

Create the release notes for the sprint or use an automated tool like Automated Release Notes to do it for you. These should be written in a way that's human-readable and compelling for the target users.



WRITE A BLOG POST

Write a blog post that covers the new features, starting with the critical features, and contains detailed instructions or videos on how and why to use the features with a focus on your target persona.

EMAIL MARKETING CAMPAIGN:

Highlight the most critical feature in an email marketing campaign that contains the full release notes and a link to the blog post at the bottom of the email. Schedule the email to be sent to the target personas.



SCHEDULE SOCIAL MEDIA:

Schedule social media posts that promote the blog post over the next three weeks, spacing them out in between your other marketing content.

UPDATE EXISTING MATERIALS:

Incorporate any new features into existing onboarding sequences or documentation to ensure that new and existing users are in the loop.

