

CHECKLIST OF WAYS TO PROMOTE YOUR RELEASE NOTES



CREATE A CHANGELOG:

A changelog is simply a web page that contains a list of every major version and the changes associated with them. That way, users can reference changes over time rather than counting on them seeing it just one time.

WRITE A BLOG POST:

Release notes are great for quick-hit bullet points, but blog posts provide a medium for expanding upon those bullet points. For instance, you can dive into how to use a new feature with videos or images to kick.

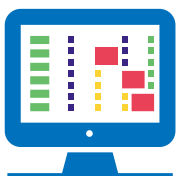


SEND AN EMAIL:

Email may be antiquated to modern marketers, but it still has some of the best response rates. Of course, any email campaigns with release notes should be engaging and targeting users that prefer to read them.

SHARE ON SOCIAL MEDIA:

Social media represents another key marketing channel where release notes may be shared. You can even break out important bullet points into their own social media posts that can be scheduled over time



OFFER MULTIPLE FORMATS:

Release notes are typically issued in one or two formats, but using multiple formats can expand reach and readership. For instance, you might both publish them on your website and send them as an email to subscribers.