

Communication Plan for Beta Blog Title Test

Blogging - Emails - Press Releases - Tips and Hints - Things to Do

<https://probblogger.com/the-3-emails-you-must-send-during-a-launch-and-a-fresh-alternative-for-bloggers/>

- relaunch blog
- plenty of lead time - hmmm how soon should I spin this up
- contact entire "mailing list" and get an "I'm interested in Beta Testing" commitment from people
- have one interaction in each post - click this, like this, share this, comment below
 - respond to every comment
- start with a coming soon
- next - we are live
- beta period over - closure
- thank yous

<http://community.uservoice.com/blog/how-to-communicate-product-changes-to-your-users/>

- do we do email, blog, or both
- need to have an "in app" change notification log button - new stuff here
- keep it visual and short
- do we have a place to to actual "press release" - NCSA yes but others?
- we are doing a phased Beta - limited user sets - will there be "opt ins" available?
- focus on education about program
- engagement - think of surveys, town halls, forums, customer panels
- link to blog in program

<https://www.apptamin.com/blog/write-press-release-app-launch/>

- What is unique and news worthy - not vague "great" and "amazing"
- keep it short
- should we make a new press kit - are there a set of logos/screen shots/videos picked for immediate release which will interest users?
- There is a format for a press release - but I think we can let marketing actually write THAT if we choose to have one

<http://blog.teachable.com/product-launch-emails>

- create a conversation with the audience
- make sure to know how to write:
 - Survey Email
 - example: call-to-action that asks people for "the one thing they are struggling with right now."
 - Give Email
 - what can we give that would be of benefit? (video, how to, etc)
 - Interest List Email
 - how to segment our user base for more targeted communication
 - Anticipation Email
 - use a story to get them interested in using BD
 - Offer Email
 - has to do with pricing - does not really pertain to us
 - Common Questions Email
 - FAQs - use examples of our initial calls
 - Closing Email
 - still more sales oriented - BUT can be applied to Beta Close and full launch announcement

<https://blog.hubspot.com/marketing/elements-flawless-product-launch-li#sm.000cd9ygo1069esp104rxny7h6apo>

- need a plan
- Know who will be using BD
- how do we fit - how are we unique
- write templates/mock ups
- launch message - not individual features
 - A tagline
 - The problem it solves
 - A list of core features
 - The value prop
 - A 10-word positioning statement
- share this first
- Beta will help us find consistent hook that is same among all users
- set goals - see if you can make X target
- communicate pre launch
- build launch assets - actual forms, site pages, videos, social posts, emails and other tactics
- make it an occasion
- don't lose momentum
- circle back and report
- retention - no use once and done

<https://blog.kissmetrics.com/tactics-product-shares/>

- ask for engagement - shares, likes, comments etc
- UNSUBSCRIBE - make sure Shannon knows how to take people off list!
- Share milestones - #users, #files converted, etc - I know we have counters - should we reset them? Make a BETA counter?
- acknowledge early adopter — badge