| **Hi There!**  Thanks for downloading this template.    You Can Edit Version To Fit Your Needs. |
| --- |
| **How to Use This Template**  This template is to help you track the progress of a product launch campaign internally via regular email updates. You can use 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. |

| Do you want to plan your business faster?  Upmetrics can help you at every step of writing your business plan.  So, what are you waiting for! | Sample Business Plan |
| --- | --- |
| [**Start writing your business plan today**](https://upmetrics.co/call-to-download?utm_source=product-launch-email-template&utm_medium=create-business-plan&utm_campaign=download)**!** | |

|  |
| --- |
|  |

**Product Launch Email Template**

Hi team,

**Days until Product Launch (March 31): 45**

*(Change 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, 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 pre-decided campaign goals in this section. 2. Are you aiming for a certain amount of product sold, publicity, or optimizations? 3. Keeping these goals forth will help your team stay on the same page.   Quick line items to bring to your attention:   * If there’s any news that’s essential 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 public relations team’s status update here*

**Internal Enablement**: Status - On track  
*Place the internal enablement team’s status here*

Have Questions, comments, or concerns? Please do not hesitate to respond to this email or reach out to me directly.

Thanks,  
Type your name here.