

Workshop:

Creating an Integration Launch Strategy that Goes Beyond the HubSpot Playbook

Marcus Andrews & Lisa Edwards, Product Marketing @HubSpot

Your HubSpot Product Marketers



Marcus Andrews



Lisa Edwards

Our Launch Experience



Google Ads



shopify



slack

@workplace

by **facebook**

A few things about the title of this workshop...

What we are workshopping today applies to more than your integration launches with HubSpot:

1. Any product launch
- 2.** Relaunch
- 3.** Co-launch

The background is a gradient of orange and red. In the top left, there is a large, semi-transparent orange circle containing a smaller, solid orange circle. To its right are two concentric, semi-transparent orange circles. In the bottom right, there is a large, semi-transparent orange arc. The text is centered in the middle of the image.

**Do you have a new product launch
coming up?**

The background is a solid orange color with a subtle gradient. In the top left, there is a large, semi-transparent orange circle containing a smaller, solid orange circle. To its right, there are three concentric, semi-transparent orange circles. In the bottom right corner, there is a large, semi-transparent orange arc. The main text is centered in a bold, white, sans-serif font.

**Do you have enough product updates for
a relaunch?**



Do you have a co-launching opportunity
approaching?

The background is a gradient of orange and red. In the top left, there is a large, semi-transparent orange circle containing a smaller, solid orange circle. To its right are two concentric, semi-transparent orange circles. In the bottom right, there is a large, semi-transparent orange arc. The text is centered in the middle of the slide.

**Do your product launch plans
ever look like this?**



The background is a solid orange color with a subtle gradient. In the top left corner, there are two overlapping circles: a large, semi-transparent light orange circle and a smaller, solid dark orange circle. In the top center, there are three concentric circles of varying shades of orange. In the bottom right corner, there is a large, thick, semi-transparent orange arc.

Does the thought of planning a product launch make you feel like this?





**Today's
Goal:**

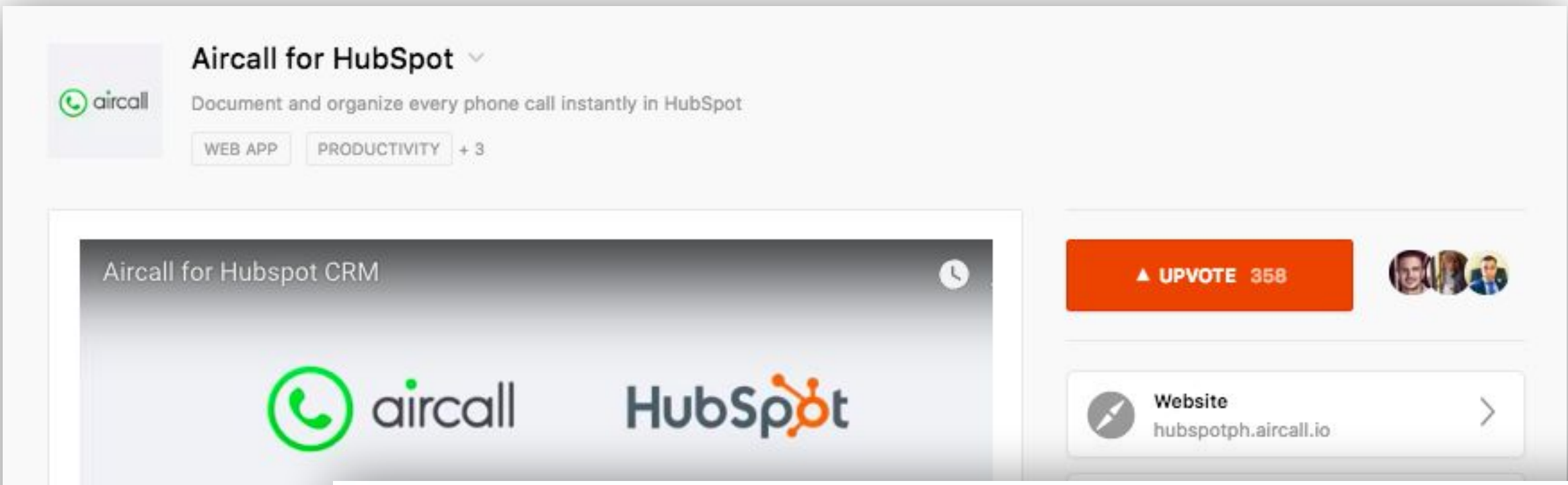
**Walk out
with a draft
deck of a
strategic
product
launch plan.**

Agenda

1. Quick Review
- 2.** Elements of a Great Product Launch
- 3.** Workshop

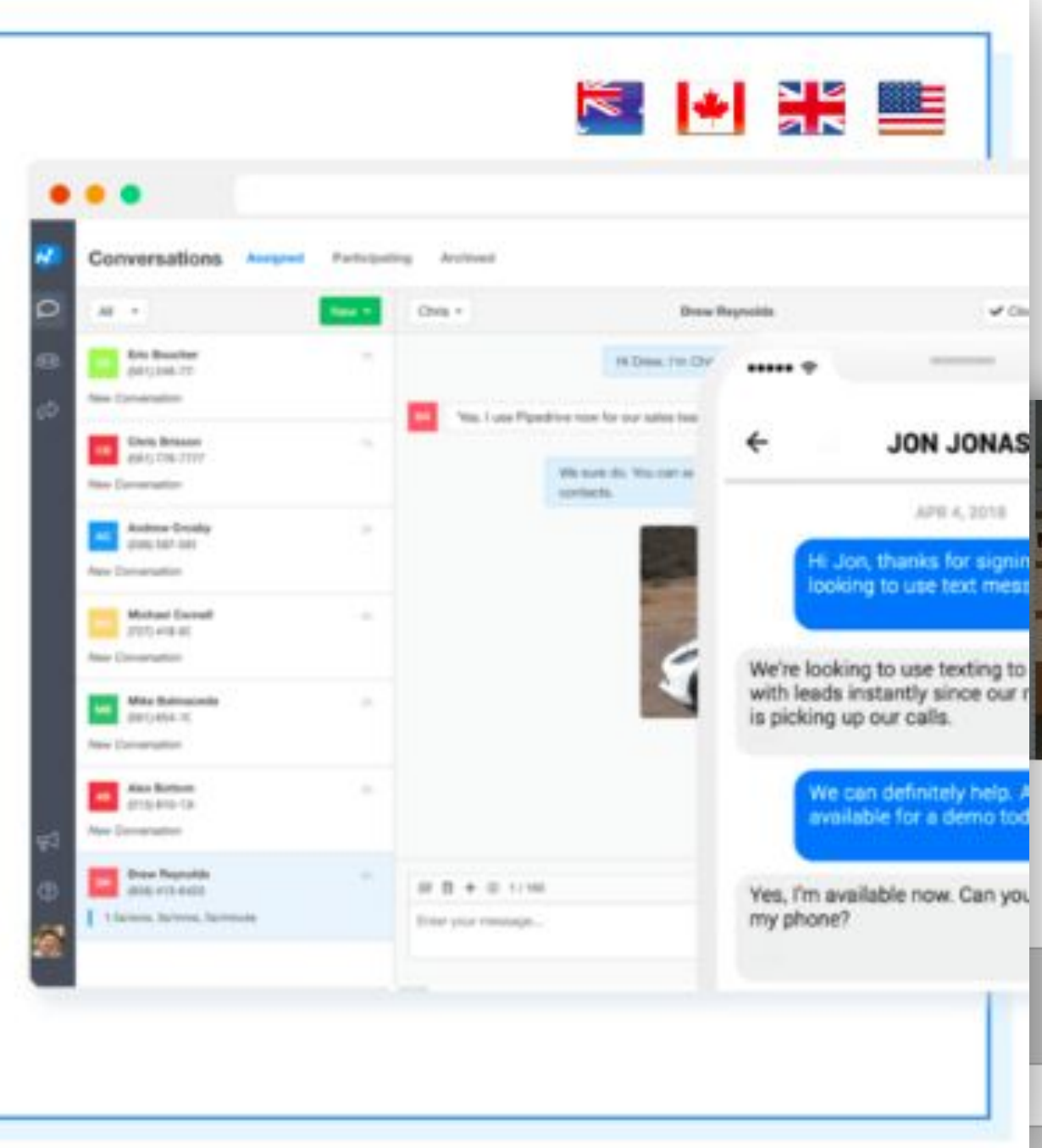


Quick Review

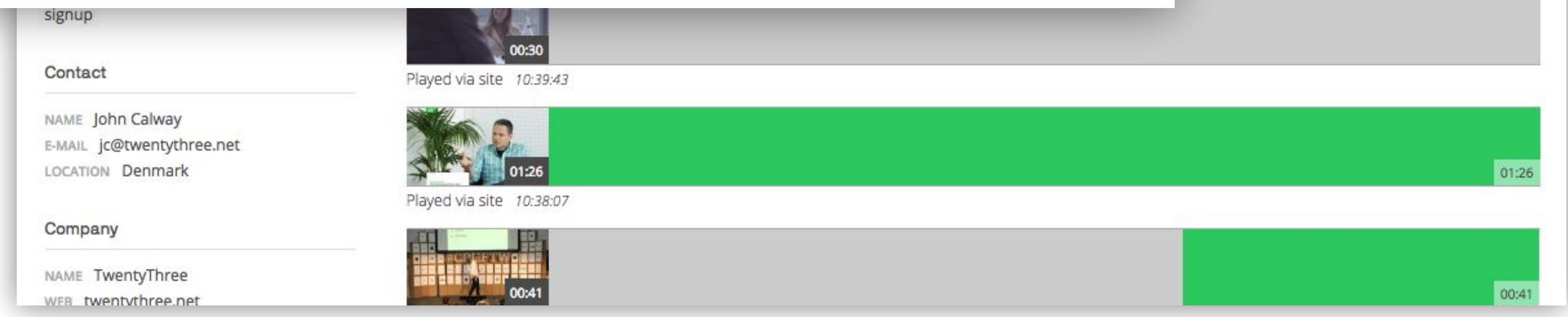


Two-Way Text Messaging For HubSpot

Send and receive SMS and MMS text messages online or on the go, from real local phone numbers.



Creative solutions set you apart.





The Elements of a Great Product Launch

Why product launches are so important.



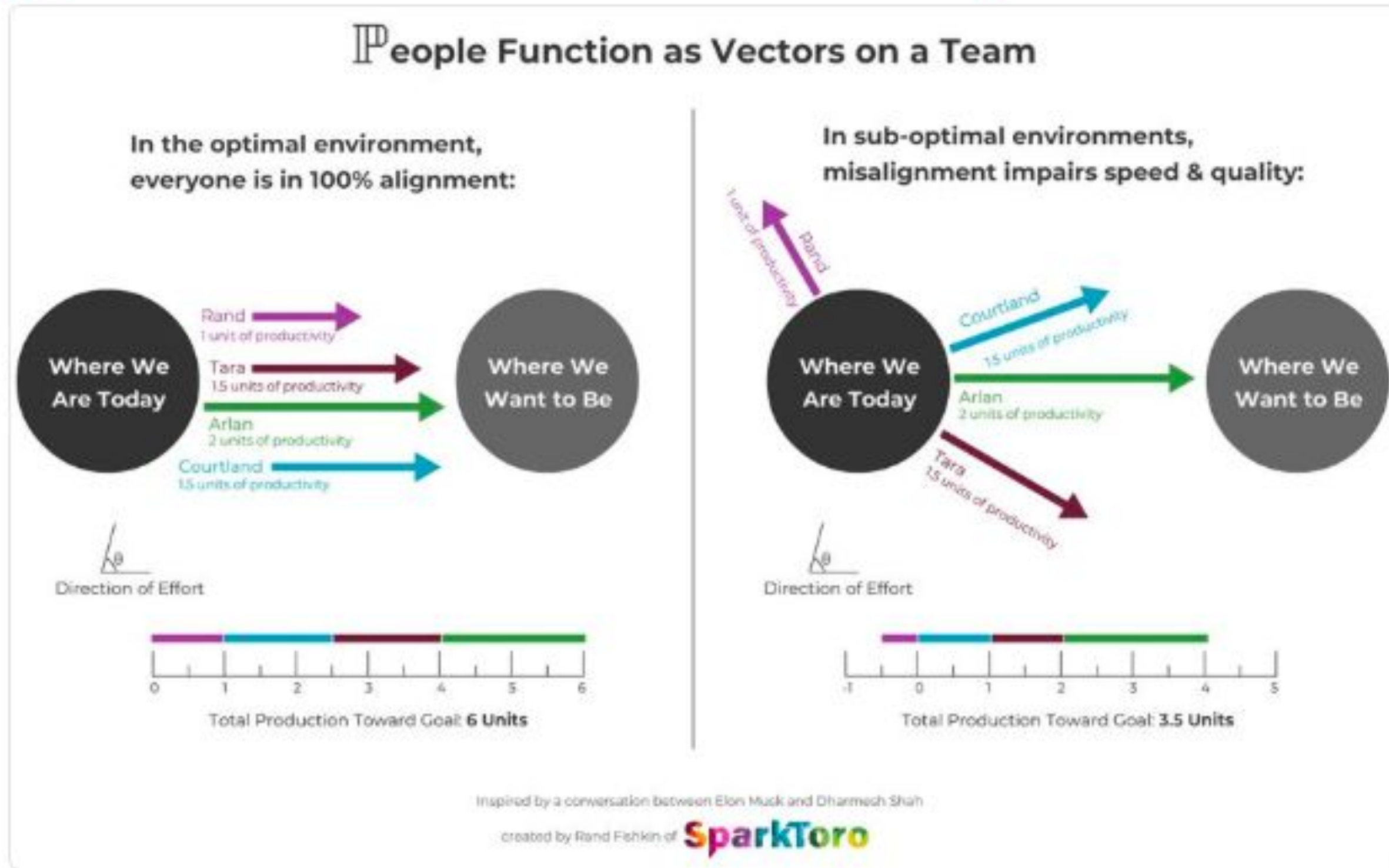
Sub-optimal impact



vectors aligned = maximum impact

Why @ElonMusk's "People as Vectors" Analogy Resonates

growthhackers.com/articles/why-e ...



7:21 PM - 25 Aug 2018

374 Retweets 1,698 Likes



22 376 1.7K

Elon Musk @elonmusk

Following

Replying to @GrowthHackers

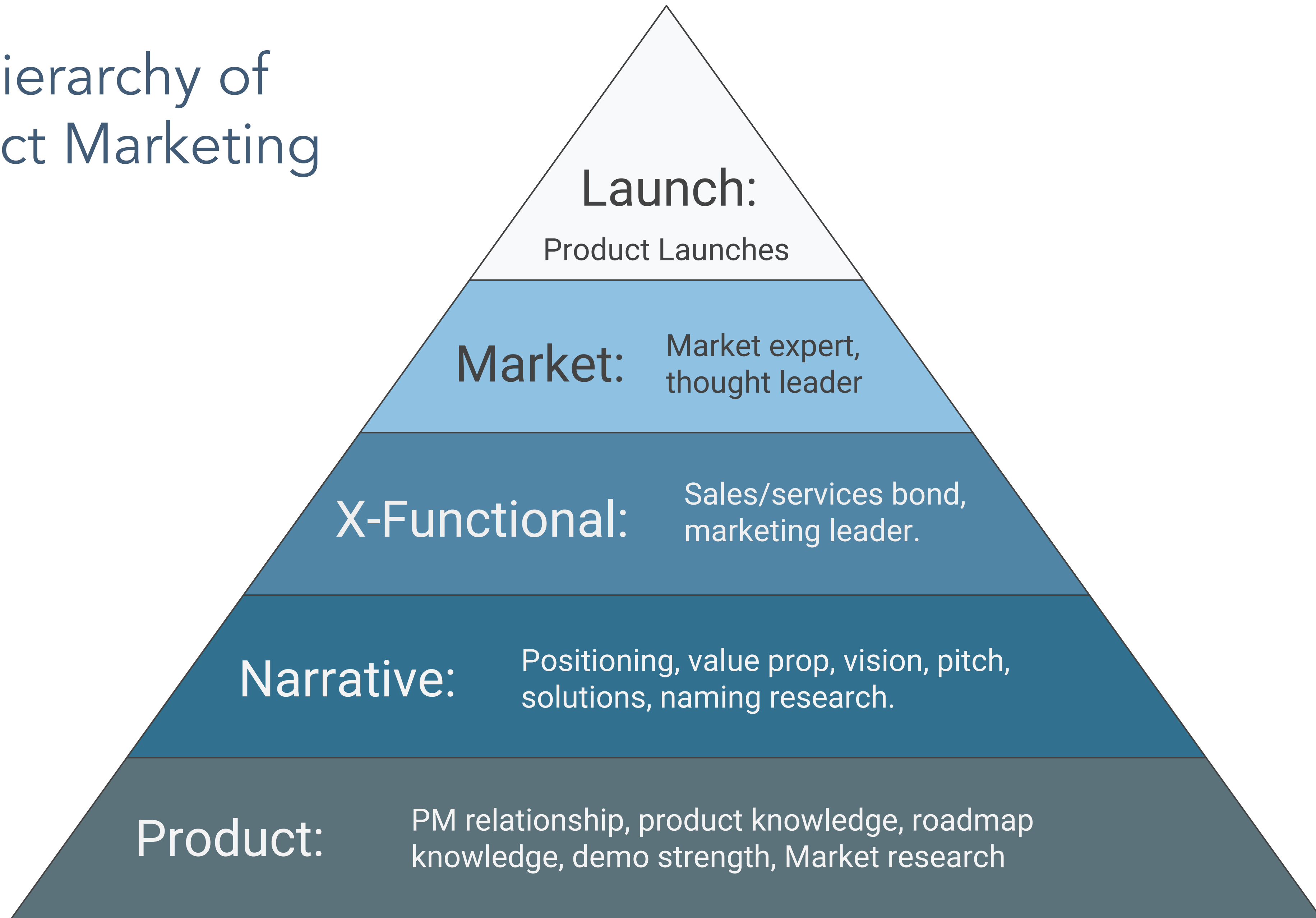
This is why a small company with tight focus & high energy can beat a big company without

7:22 PM - 25 Aug 2018

393 Retweets 3,791 Likes



The Hierarchy of Product Marketing



1. Map the customer journey

What sparks the need for your product?

How will people learn about you?

What research will they do?

What will prevent them from considering your product?

What will ultimately inform their decision?



Awareness
Stage

Consideration
Stage

Decision
Stage

I have a sore throat, fever
and I'm achy all over.
What's wrong with me?

A-ha! I have strep throat!
What are my options for
relieving or curing
my symptoms?

I can see my primary care
physician, the ER, or go to a
clinic. The ER costs a lot, but I
have insurance.

2. Understand your persona

Having a deep understanding of your ideal customer is critical to nailing a launch.

It'll guide your goals, objectives, and individual tactics.

We'll gladly share the HubSpot personas. Like Gary here.



Aspires to be an entrepreneur and have a personal brand

4-7 years experience in

3. Tell a terrific story

The more time you pour into making sure you have an interesting, compelling, product, differentiated story to tell the market the better off you are.

You won't regret it.

Horn toot alert!

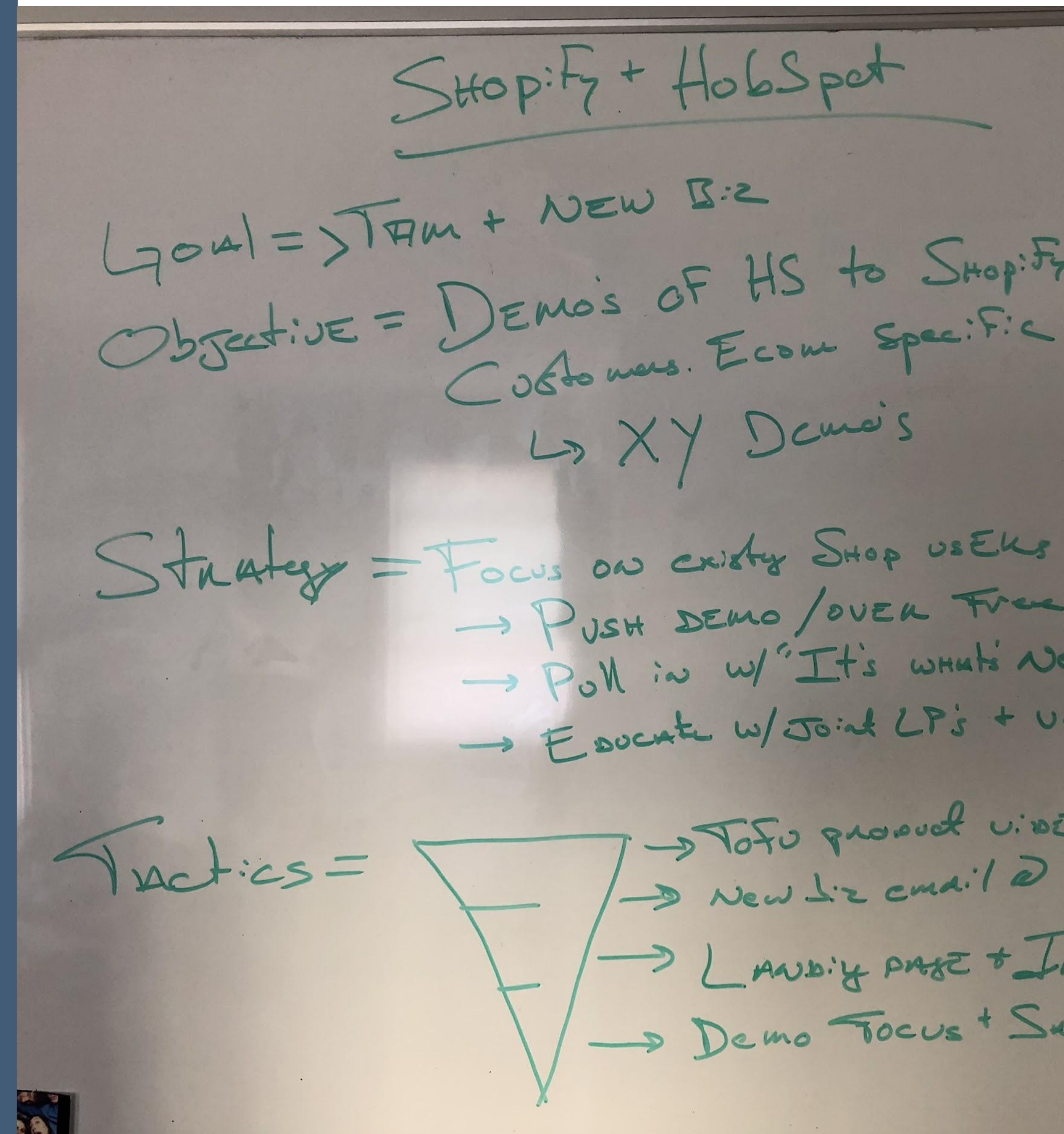
HubSpot has some good examples of this. So does Slack, Intercom, Google, and others.



4. Take a strategic approach to launch

Take a strategic approach to guide you.

1. Goals
 - i. Increase TAM and new biz
2. Objectives
 - i. Increase ecomm demos
3. Strategy
 - i. Focus on existing users, lead with "What's Next"
4. Tactics
5. Measurement
 - i. Focus on objectives



5. Chart your path

What are the most strategic tactics that will help us achieve our objectives?

It's easy to start running at specific tactics but a better way to start is to brainstorm all that you could do. Then make sure you they back into the larger strategy and offer high impact.

You're looking for an optimal juice vs squeeze ratio.



ATTRACT

CONVERT

CLOSE

DELIGHT

Strangers

Visitors

Leads

Customers

Promoters

Social Posts
Ads (variety of options)
eBook
Checklist
SEO
Blog (Yours, Integrators,
Medium)
Press Release
Newsletter
Thought Leadership
Conference Sponsorship

Case Study
Webinar
Introductory Videos
Email Send
Product Hunt
Partnership Landing Page
Partnership Video
In App Notification
Conference Presence

Sales Enablement
One Sheets
Integration Video
Integration Page
Comparison Page
Marketing Automation
Free Trial
Discounts

Support Enablement
One Sheet
Knowledge Documentation
Advocacy Program
NPS Surveys
Case Studies
Performance Data Content

6. Narrow down and get organized

Once you have everything narrowed down, it's time to plan it out. Assign who handles what, figure out deadlines, and get it all in one place so all interested parties can see the full picture.

Deadline	Object	Type	DRI
March 9	Demo Slack App	Demo	Nancy Riley
April 20	Three screenshots of app in action	Draft External Content	Lisa Edwards/Mathurshan
April 20	One gif of app in action	Draft External Content	Lisa Edwards/Mathurshan
April 20	Descriptions of app (1 sentence, 1-3 paragraphs, 1 line p	Draft External Content	Lisa Edwards
April 20	Update app listing (new functionality, 1 screenshot)	Draft External Content	Lisa Edwards/Nancy Riley
April 30	Social - LinkedIn, Twitter, Instagram, Facebook	Draft External Content	Kelly Hendrickson
April 30	Partnership Landing Page	Draft External Content	Lisa Edwards/Marcus Andrews
April 30	Press Release	Draft External Content	Ellie Botelho (Lisa to Draft)
April 30	Product Update Blog Post	Draft External Content	Lisa Edwards
April 30	In-App Notification	Draft External Content	Lisa Edwards
April 30	Integrations Directory Page	Draft External Content	Lisa Edwards
April 30	Medium Blog Post	Draft External Content	Brad Coffey (Lisa to Draft)
April 30	Partner Newsletter Spot	Draft External Content	Arden Brust
April 30	Partner Slack Community	Draft External Content	Arden Brust
April 30	Partner Blog Post	Draft External Content	Arden Brust
April 30	Partner Email directing to Partner Blog Post	Draft External Content	Arden Brust
Pre-Launch	TL - Coordinate Sales Team LinkedIn Promotions	Draft External Content	Leslie Yi/Janessa/Lisa
Pre-Launch	Support Staff Enablement	Coordinate/Draft	Lisa Edwards/Nancy Riley/David
Pre-Launch	Knowledge Base Doc	Coordinate/Draft	Lisa Edwards/Nancy Riley/David
Pre-Launch	Sales Staff Enablement	Coordinate/Draft	Lisa Edwards/Alnoor
Launch: May 22	Social - LinkedIn, Twitter, Instagram, Facebook	External Promotion	Kelly Hendrickson
Launch: May 22	Partnership Page	External Promotion	Lisa Edwards/Marcus Andrews
Launch: May 22	Press Release	External Promotion	Ellie Botelho
Launch: May 22	Product Notification	Internal Promotion	Lisa Edwards
Launch: May 22	Product Update Blog Post	External Promotion	Lisa Edwards
Launch: May 22	Featured Integration on Directory Page Home	External Promotion	Platform Team
Launch: May 22	Integrations Directory Page	External Promotion	Josh Reed
Launch: May 22	Thought Leadership Blog Post - Medium or TG	External Promotion	Scott Brinker/Brad Coffey/Leslie
Launch: May 22	Thought Leadership - Sales Team LinkedIn Promotions	External Promotion	Leslie Yi/Janessa
Launch: May 22	Partner Newsletter Spot	External Promotion	Arden Brust
Launch: May 22	Partner Slack Community	External Promotion	Arden Brust
Launch: May 22	Partner Blog Post	External Promotion	Arden Brust
Launch: May 22	Partner Email directing to Partner Blog Post	External Promotion	Arden Brust
Launch: May 22	Wiki Post (IncludemLazy Tweets/LinkedIn Posts, CTA to	Internal Promotion	Lisa Edwards
Launch: May 22	In-App Notification	Internal Promotion	Lisa Edwards
Post-Launch	Submit to Product Hunt	External Promotion	Lisa Edwards
Post-Launch	Sales Digest	Internal Promotion	Lisa Edwards
Post-Launch	Product Update Video	Content - Internal/External	Lisa Edwards
Post-Launch	SEO around HubSpot and Slack	Back-end Promotion	Padraig O'Connor

Don't just grow #GrowBetter

Put real effort into your work.

Make it resonate and solve for the customer

Grow in a customer first way.

Don't be a prisoner of the moment.





Workshop



bit.ly/pdlaunches18

Instructions:

1. Go to "File" → "Make a Copy"
2. Title it "My Launch Plan"
3. Briefly look over the resources
4. Brainstorm and fill out the prompts



Resources

ATTRACT

CONVERT

CLOSE

DELIGHT

Strangers

Visitors

Leads

Customers

Promoters

Social Posts
Ads (variety of options)
eBook
Checklist
SEO
Blog (Yours, Integrators,
Medium)
Press Release
Newsletter
Thought Leadership
Conference Sponsorship

Case Study
Webinar
Introductory Videos
Email Send
Product Hunt
Partnership Landing Page
Partnership Video
In App Notification
Conference Presence

Sales Enablement
One Sheets
Integration Video
Integration Page
Comparison Page
Marketing Automation
Free Trial
Discounts

Support Enablement
One Sheet
Knowledge Documentation
Advocacy Program
NPS Surveys
Case Studies
Performance Data Content

Resources

1. [Buyer Persona Builder](#)
2. [Buyer's Journey](#)
3. [Blog Ideas Generator](#)
4. [Launch Sheet Template](#)