**Product Launch Blog Post Instructions**

Hey there, HubSpot Partner! I hope you’re as excited as we are about the new products just announced on stage at INBOUND15. In order to help you be the first to break the news on the interwebs, we’ve put together this kit. It’ll help you get your own blog post written, published, and promoted by us in no time! Here’s what you need to do:

1. **Pick a Title:** Scan our list of post titles (included in this kit you downloaded) or come up with your own topic idea! Make sure it highlights one of the key products announced at INBOUND15.
2. **Write**: Go ahead and write your launch post! Don’t forget to consult our [DropBox of assets](https://www.dropbox.com/sh/4vw88x10qvw6p03/AACafKDJs45Kfa4oMC0AvKXGa?dl=0&__hssc=&__hstc=20629287.8d848bc60c525beed35766e9cdc50dcf.1425076018733.1441374827609.1441386771058.350&hsCtaTracking=dd5eac5e-e106-44e7-9e6a-90b91e4aede3%7C3fba4884-3e26-4685-8780-35eff3bc5e50) (screenshots, positioning documents and more!) that will help you add meat to the bone of your blog. In this kit, we’ve also included a document of instructions on how to write an awesome launch post. You can’t go wrong!
3. **Finish it up**: Once you’re content with your post, ensure you’re linking to the correct HubSpot.com product pages so you readers know where to go to learn more. In the kit, we’ve included an excel document of all the links you need, along with a CTA graphic that you can utilize for the end of your post. We’ve thought of everything!
4. **Send us the link**: This is the most important part to remember if you want us to help promote your blog post on social media. Ensure that you tell us the final URL that your blog is on so we can help promote it! You should do so here, [on this Google Form](https://docs.google.com/forms/d/1CU9lki3EwZ3zl6YIAseIJKMrPGtd_QcWDAiuAySr44w/viewform).

That’s it! If you have any questions, please contact [nbhaskar@hubspot.com](mailto:nbhaskar@hubspot.com). Good luck and happy blogging.

- The HubSpot Partner Team