

Product Release Blank Sheet

Title	Status	Deadline	Owner
"Launch Name"		02/19/15	
Point of contacts Product: Alex Legault, Nate Vail Marketing: Jennifer Sam, Stephanie Cook (PR) Training: Kristen Bashaw Editorial: George Gaprindashvili Attach additional resources to the left			
Stage 1: Product development & testing		02/06/15	
Detail product development plan and scope			PM
Kickoff meeting			PM
End-user feedback			Lead UX
Refine product based on feedback			Lead UX
Determine creative concept			Alyssa Riddle
Prepare and pitch marketing message			Alyssa Riddle
<input type="checkbox"/> Copy review of specs			Alyssa Riddle
Product			
Platform prompts			
Platform widgets (new features widget, tabs, etc.)			
JG approval			Lead UX
Send off to development			Fabrice Forget
In-house testing: test.pitchbook.com			Fabrice Forget
Confluence page			PM
Stage 2: Develop marketing plan		02/13/15	
Update new release page			Alyssa Riddle
Update any other necessary website pages & language			Alyssa Riddle
Release video(s)			Tom Moskal
Identify press release requirements			Stephanie Cook
Twitter plan			Rob Toledo
LinkedIn plan			Rob Toledo
<input type="checkbox"/> External collateral pieces			Jennifer Sam
General sell sheet			
In-depth brochure			
<input type="checkbox"/> Internal collateral pieces			Jennifer Sam
Fact sheet & definitions			

Title	Status	Deadline	Owner
Additional pieces as needed for training			
Signature image			
Determine training needs			Kristen Bashaw
<input type="checkbox"/> Email campaigns			Riley Mullett
Client HTML announcement			
<input type="checkbox"/> Targeted (non-HTML) campaigns to non-clients			
Determine market segment(s)			
<input type="checkbox"/> Advertising campaigns			Jennifer Sam
Newsletter ads			
Blog ads			
Report ads			
Social ads			
Paid ads			
Editorial content plan			George Gaprindashvili
Stage 3: Production & market launch		02/19/15	
Pre-launch meeting			Jennifer Sam
Begin training			Kristen Bashaw
Testing, metrics, feedback plan + tracking			PM
PRODUCT RELEASE			Fabrice Forget
Celebrate			PM

