



# SAMPLE GTM PLAYBOOK



# WHY CREATE A PLAYBOOK?

- To allocate resources based on business priority
- Ensure product, marketing and sales are aligned on how we will support new features (what platforms, deliverables, timing expectations)
- Ensure our approach to new features is consistent
- Ensure our marketing plans are fully integrated
- Connect larger themes together
- Connect everyone to the resources they'll need to create marketing materials for launch (messaging, screenshots etc.)

# PRODUCT MANAGER VS PRODUCT MARKETER

| Product Manager                                                                      | Product Marketer                                                                                       |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>Defines</b> the “Why”, “What”, “When” of what gets built                          | <b>Communicates</b> the “Why”, “What”, “When” of what gets built                                       |
| Set overall product vision and strategy                                              | Define the market position <b>in the context of the product strategy</b>                               |
| Defining what to build and working with Tech to determine when and how               | Defining benefits and overall positioning of new features & translating into customer-facing messaging |
| SME supporting customer-facing teams includes CS, Sales and Support                  | Driving overall GTM strategy incl pricing model & ensuring internal teams and customers understand it  |
| Ensuring the right product is shipped, oversee overall success & future enhancements | Driving demand & adoption of product                                                                   |

## Feature Documentation

**Product Manager** creates and saves feature documentation, including discovery work, requirements, FAQs, demos and designs in a Feature folder.

## Internal Communication & Collaboration

Product Marketers, Product Managers, and Product Enablement have **biweekly syncs** to work together on tiering features, naming features, and determining when to kickoff separate project meetings to support features coming soon.

Product Managers host **weekly Product Review meetings** with cross-functionals for early insight and to provide feedback on features at 10%, 50%, and 99% completion.

## Go-to-Market Execution

**Product Marketing** prepares a launch plan in partnership with Product Manager and Enablement.

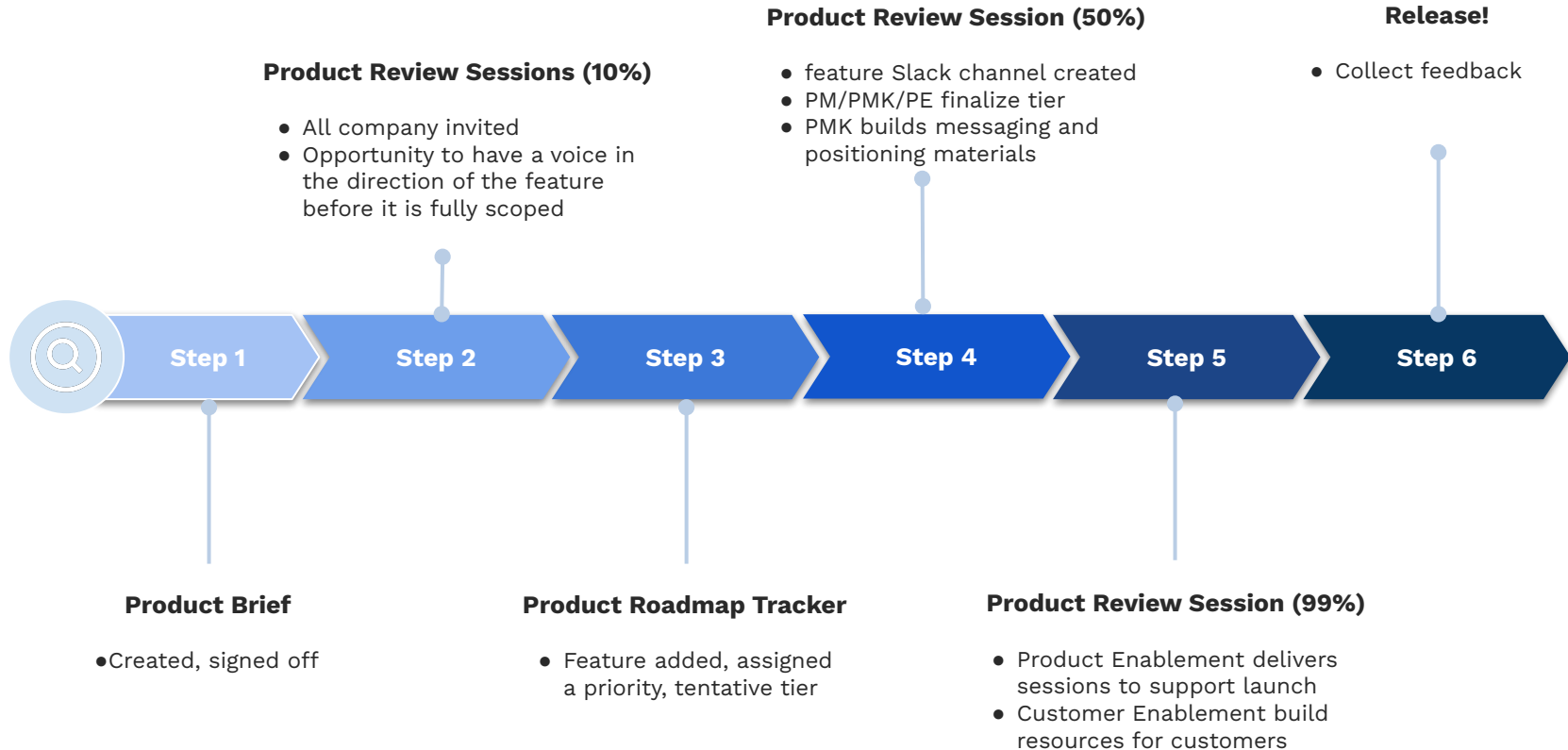
Product and Marketing teams define external launch plan, create marketing assets and campaigns for market launch.

## Measure Success

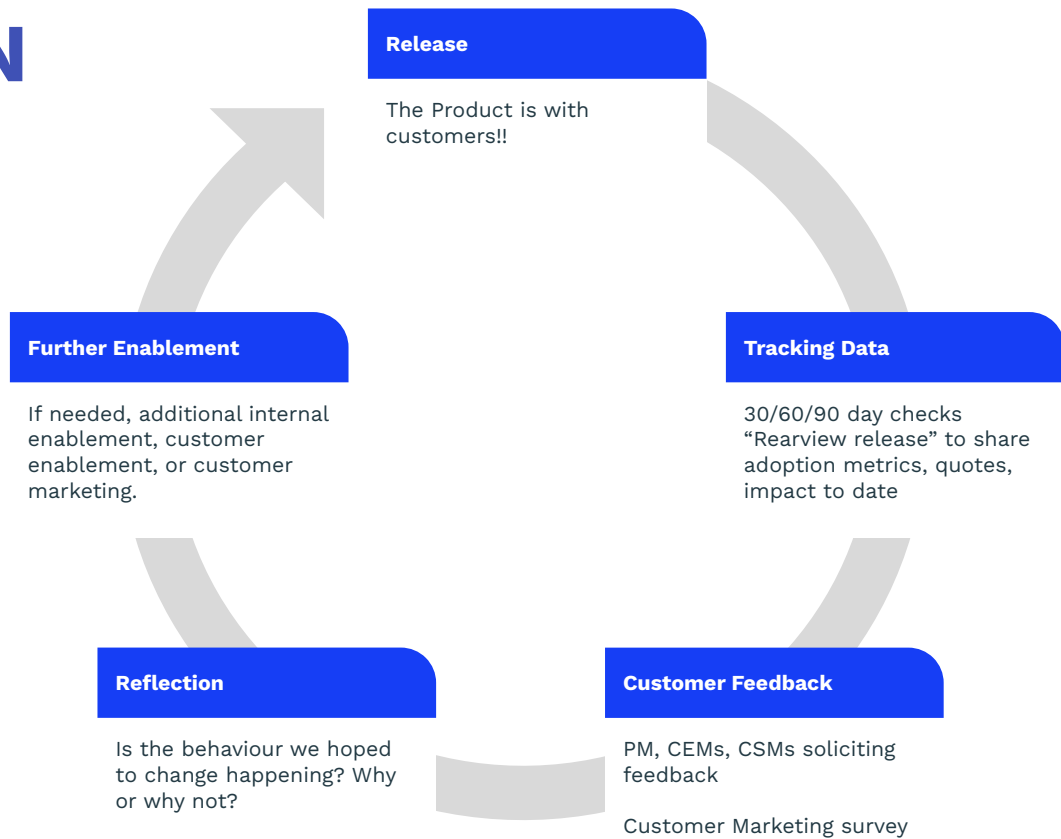
**Product Manager, Product Marketing, and Product Enablement** evaluate market/customer response and adoption post-launch.

Product Manager prioritizes feature roadmap updates as required. Product Marketing modifies strategy.

# THE RELEASE PROCESS



# THE ADOPTION



# LET'S TALK ABOUT TIERS

How we allocate resources & determine the amount of support needed for a release

# WHY USE TIERS?

While every release, big or small, is important Product Marketing's job is to make sure that any **significant changes to the way we position ourselves in the market** (significant changes to the Company ABC story) are communicated effectively externally and equipping our internal teams to tell that story.

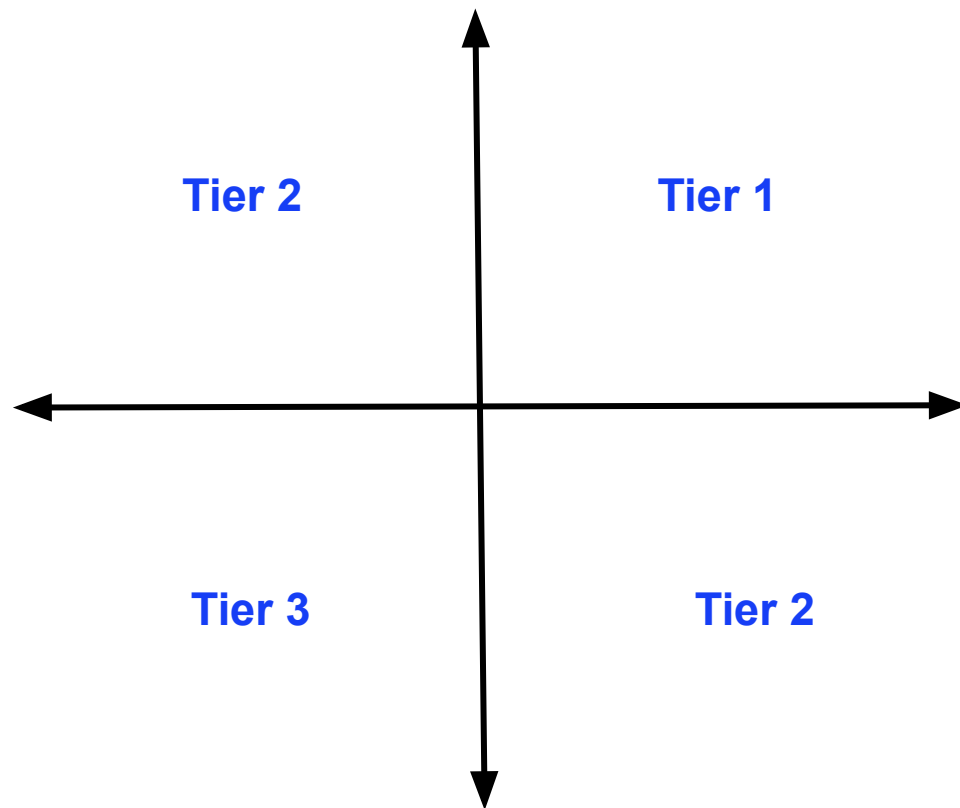
## **When tiering ask yourself,**

- Will this change Company ABC's overall value proposition?
- Will this change how we go to market and pitch ourselves?
- Will this change how we package or price?
- Would we be putting a press release out to the public about this change?
- Is this feature table stakes in the market today or something brand new that the no other competitors do or do quite like us?

If yes, it is likely a tier 1 or 2 that we will want to shout from the rooftops especially to PROSPECTS! If on the other hand it is change meant to improve the customer experience, but that doesn't really change our story, it's going to be a tier 3 or 4 This means we'll update the help docs but we won't be updating the sales team because it won't change their pitch to prospects.

*All* tiers have resources behind them. But it's the tier 1 and 2's that require more time, effort and reinforcement to our sales and marketing team about how to speak about the product rather than just.

Example: Changing how admins use reporting - do prospects who are only reading our site or having their first sales conversation need to know the ins and outs? No. VS the fact that we offer Content Studio, a major integration etc would be!



# Launch Tier Framework

Launch Tiers align stakeholders and prioritize enablement resources. Tier assignment and tactic allocation occur in a PM & PMM led discussion with stakeholders mid-way through the feature development progress.

|                      | Tier 1                                                                                                                                                                                                                                           | Tier 2                                                                                                                                                                                          | Tier 3                                                                                                                                                                                                                    | Tier 4                                                                                                                                         |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Description          | <ul style="list-style-type: none"> <li>→ Strategic big rocks that attract NEW business (can be sold to prospects)</li> <li>→ Offer new, innovative, disruptive ways to solve problems our <b>ICP and the market</b> care deeply about</li> </ul> | <ul style="list-style-type: none"> <li>→ Strategic big rocks that retain EXISTING business</li> <li>→ Offer new, better way to solve problems our <b>customers</b> care deeply about</li> </ul> | <ul style="list-style-type: none"> <li>→ Improvements to customer experience</li> <li>→ <b>Fill gaps</b> in our product</li> <li>→ Existing customers have asked for, but <b>unlikely to influence revenue</b></li> </ul> | <ul style="list-style-type: none"> <li>→ Small product enhancements</li> <li>→ Bug fixes</li> <li>→ <b>Fill gaps</b> in our product</li> </ul> |
| Disruption potential | → High                                                                                                                                                                                                                                           | → Medium                                                                                                                                                                                        | → Low                                                                                                                                                                                                                     | → Low                                                                                                                                          |
| Who cares most       | <ul style="list-style-type: none"> <li>→ New prospects/Existing customers (upsell)</li> <li>→ Industries: Retail, Grocery, Hospitality</li> </ul>                                                                                                | <ul style="list-style-type: none"> <li>→ Existing customers</li> <li>→ Retail, Grocery, Hospitality</li> </ul>                                                                                  | <ul style="list-style-type: none"> <li>→ Existing customers</li> <li>→ Retail, Grocery, Hospitality, F&amp;I</li> </ul>                                                                                                   | <ul style="list-style-type: none"> <li>→ Existing customers</li> <li>→ All industries</li> </ul>                                               |
| Revenue potential    | → High                                                                                                                                                                                                                                           | → Medium/Low                                                                                                                                                                                    | → Low                                                                                                                                                                                                                     | → Low                                                                                                                                          |
| Retention potential  | → High                                                                                                                                                                                                                                           | → Medium                                                                                                                                                                                        | → Low to Medium                                                                                                                                                                                                           | → Low                                                                                                                                          |
| Examples             |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                 |                                                                                                                                                                                                                           |                                                                                                                                                |

# ADOPTION ACTIVITIES BY TIER

All the activities that happen to support each tier of release

# ACTIVITIES BY TIER

| Resource                           | Tier 1               | Tier 2 | Tier 3 | Tier 4 |
|------------------------------------|----------------------|--------|--------|--------|
| Product Brief (Prod)*              | ✓                    | ✓      |        |        |
| Coda Feature(s) (Prod)             | ✓                    | ✓      | ✓      | ✓      |
| Customer Feedback (Prod)           | <div>Customize</div> |        | ✓      |        |
| Define Success Metrics/KPIs (Prod) |                      |        | ✓      |        |
| Technical Document (Prod)          |                      |        | ✓      |        |
| Internal Demo Recording (Prod)     |                      |        | ✓      |        |
| Designs (Prod)                     | ✓                    | ✓      | ✓      | ✓      |
| Playbook Positioning (PMM)         | ✓                    | ✓      |        |        |
| Competitive Positioning (PMM)      | ✓                    | ✓      |        |        |

# ACTIVITIES BY TIER

| Resource                                                     | Tier 1               | Tier 2 | Tier 3 | Tier 4 |
|--------------------------------------------------------------|----------------------|--------|--------|--------|
| Customer quotes (Prod IF EAP)                                | ✓                    | ✓      |        |        |
| Roadmap slide (Prod)                                         | ✓                    | ✓      |        |        |
| GTM deck (PMM)                                               | <div>Customize</div> |        |        |        |
| Capabilities deck slide (PMM)                                |                      |        | ✓      |        |
| Marketing overview video (PMM with brand and agency support) |                      |        |        |        |
| Internal FAQ (PMM)                                           |                      |        | ✓      |        |
| Objection Handling doc (Enablement)                          | ✓                    | ✓      |        |        |
| Internal monthly newsletter (Enablement)                     | ✓                    | ✓      | ✓      | ✓      |
| Seismic page (Enablement)                                    | ✓                    | ✓      | ✓      |        |

# ACTIVITIES BY TIER

| Resource                                                             | Tier 1    | Tier 2 | Tier 3 | Tier 4 |
|----------------------------------------------------------------------|-----------|--------|--------|--------|
| Guide on Learning Center (Jess)                                      | ✓         | ✓      |        |        |
| Promote Guide on Learning Center (Jess)                              | ✓         | ✓      |        |        |
| Promote/update existing asset(s) on Learning Center (Jess)           | Customize |        | ✓      |        |
| Customer-facing slides (PMM) explaining why, etc                     |           |        |        |        |
| Press release (PR Team)                                              |           |        |        |        |
| Content output (blog, Carol's newsletter) (Content Team)             |           |        |        |        |
| Analyst briefing (PMM)                                               | ✓         | ✓      |        |        |
| Social media (LinkedIn, Facebook, Instagram, YouTube) (Content Team) | ✓         | ✓      |        |        |
| Landing Page (Digital)                                               | ✓         | ✓      |        |        |
| Demo script (PMM or enablement)                                      | ✓         | ✓      |        |        |

# ACTIVITIES BY TIER

| Resource                                          | Tier 1    | Tier 2 | Tier 3 | Tier 4 |
|---------------------------------------------------|-----------|--------|--------|--------|
|                                                   | ✓         | ✓      | ✓      |        |
|                                                   | ✓         | ✓      |        |        |
|                                                   | Customize |        |        |        |
|                                                   |           |        |        |        |
| Help Center Articles (how-to) (Product)           |           |        |        |        |
| Help Center Use Case content (optional) (Product) | ✓         | ✓      |        |        |
| FAQs (Product)                                    | ✓         | ✓      |        |        |
| Other (assist in partnership with PM)             | ✓         | ✓      |        |        |
| Highlights Webinars (Product)                     |           | ✓      | ✓      |        |

# ADOPTION ACTIVITIES BY ROLE

A breakdown of the specific tasks each role is accountable for

**PRODUCT**



# Product Manager Build Deliverables

| Commitments       | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Tier 1 | Tier 2 | Tier 3 |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|
| Product Brief     | <ul style="list-style-type: none"><li>• Overview of the problem - description of problem, what job step is impacted, how are customers solving for this today, overview of research we've done to validate the problem including competitive &amp; market intel, why it's important for Company ABC to solve the problem</li><li>• Identify key requirements, effort level to build, G2M considerations, financial impact</li><li>• Links to other assets</li><li>• Bring Product Marketing into the first checkpoint of the Product Brief "alignment of stakeholders"</li><li>• Establish meaningful metrics to evaluate if the feature solves defined problems for users. Measured 30-60-90 days out.</li></ul> <p><i>Note: level of detail here will vary depending on scope / impact i.e. big rock vs pebble</i></p> | 6 mo   | 6 mo*  |        |
| Coda Feature(s)   | <ul style="list-style-type: none"><li>• Summarize info from brief (goal of the feature, problem we're solving for, target audience, value / benefit to target audience)</li><li>• Detailed user stories</li><li>• Out of scope user stories</li><li>• Summarize key decisions made during development</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 6 mo   | 6 mo   |        |
| Customer Feedback | <ul style="list-style-type: none"><li>• Collect and share feedback from customers prior to and after release to support development iterations and define feature roadmap</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 6 mo   | 6 mo   |        |



# Product Manager Launch Deliverables

| Commitments                    | Description                                                                                                                                                                                                                        | Tier 1                                                                                                               | Tier 2                                                                                              | Tier 3                                                               |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| Product Review Session         | <ul style="list-style-type: none"><li>Facilitate a session at either 10, 50, 90% to validate potential solutions, gather feedback</li></ul>                                                                                        | T-12                                                                                                                 | T-12                                                                                                |                                                                      |
| Roadmap Slide                  | <ul style="list-style-type: none"><li>Overview of feature; what it is, problem it solves, value it offers, designs</li></ul>                                                                                                       | T-12                                                                                                                 | T-12                                                                                                |                                                                      |
| Designs                        | <ul style="list-style-type: none"><li>Showcase new UX, specific to relevant industries affected</li><li>Helps personas affected to understand new functionality and enablement teams to roll out new changes effectively</li></ul> | <ul style="list-style-type: none"><li>T-12</li><li>Generic, Retail, Grocery</li><li>(Old/new) side-by-side</li></ul> | <ul style="list-style-type: none"><li>T-12</li><li>Generic</li><li>Retail</li><li>Grocery</li></ul> | <ul style="list-style-type: none"><li>T-12</li><li>Generic</li></ul> |
| Update Product Roadmap Tracker | <ul style="list-style-type: none"><li>Add feature to the tracker</li><li>Update details as they solidify</li></ul>                                                                                                                 | T-8                                                                                                                  | T-6                                                                                                 | T-4                                                                  |
| Internal Technical Document    | <ul style="list-style-type: none"><li>Why we built the feature; use cases</li><li>Who it's for; customers who asked for it</li><li>Value it delivers; How it works; FAQs</li></ul>                                                 | T-4                                                                                                                  | T-4                                                                                                 | T-2                                                                  |
| Demo environment prep          | <ul style="list-style-type: none"><li>Identify any obstacles Revenue teams may face to successfully demo the feature (good reporting data, access)</li><li>Build a plan to overcome, secure Dev resources if needed</li></ul>      | T-8                                                                                                                  | T-8                                                                                                 |                                                                      |
| Internal Demo Video            | <ul style="list-style-type: none"><li>Short video of how the product works using customer-facing language</li><li>Walk-through the experience for all effected personas (User, Mgr, Admin)</li></ul>                               | T-2                                                                                                                  | T-2                                                                                                 | T-2*                                                                 |

# MARKETING

Supports launch to customers and awareness for prospects



## Product Manager & Product Marketer Launch Deliverables

| Commitments                             | Owner | Advisor | Description                                                                                                                                                          | Tier 1                     | Tier 2 | Tier 3 |
|-----------------------------------------|-------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------|--------|
| Positioning Playbook                    | PMM   | PM      | <ul style="list-style-type: none"><li>Market problems</li><li>Problem oriented capabilities</li><li>Product features</li></ul>                                       | T-2*<br>*Target guidelines | T-2*   |        |
| Competitive Positioning                 | PMM   | PM      | <ul style="list-style-type: none"><li>Competitive technologies/differentiators (avoid feature comparison)</li><li>Links to websites/demos</li></ul>                  | T-2                        | T-2*   |        |
| Customer Quotes/Approval                | PMM   | CS      | <ul style="list-style-type: none"><li>Quotes from early adopter customers (if there were any)</li><li>Securing written approval prior to leveraging quotes</li></ul> | T-2                        | T-2*   |        |
| Buyer Personas                          | PMM   | PM      | Detailed information on buyer persona insights                                                                                                                       | T-8                        | T-8*   |        |
| Market Positioning                      | PMM   | PM      | Product story: Why it matters and for whom the product is for and where it fits in the wider market + differentiators                                                | T-8                        | T-8    |        |
| Messaging                               | PMM   | PM      | Document(s) that outline the GTM language and marketing messages for each persona                                                                                    | T-12                       | T-8    |        |
| Build the workback                      | PMM   | PM      | Workback templates by tier that summarize the action items needed to support launch                                                                                  | T-12                       | T-8    | T-4    |
| Get feedback from customer facing teams | PMM   | PM      | Monitor launch feedback from internal teams for insights on launch performance                                                                                       | T+4                        | T+4*   |        |

# Product Marketing Launch Deliverables

| Commitments                               | Description                                                                                                | Tier 1 | Tier 2 | Tier 3 |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------|--------|--------|--------|
| Create #gtm Slack channel                 | To keep the project team aligned and moving forward; add key stakeholders                                  | T-12   | T-8    |        |
| Setup recurring GTM project meetings      | Begin with monthly or biweekly if project is slowly ramping up; move to weekly when the project gets going | T-12   | T-8    |        |
| Capabilities and sales deck slides        | For Sales and CS use with prospects/customers                                                              | T-4    | T-4    |        |
| Seismic page                              | Create new pages                                                                                           | T-4    | T-2    |        |
| Website                                   | Update or addition                                                                                         | T      | T      |        |
| Marketing overview video                  |                                                                                                            | T-4    |        |        |
| Internal FAQ                              | To support internal teams' understanding of the feature                                                    | T-4    | T-4*   |        |
| Objection Handling doc                    |                                                                                                            | T-4    | T-4*   |        |
| User Experience Demo Video with the "why" |                                                                                                            | T+1    | T+1    |        |

# PRODUCT(REVENUE) ENABLEMENT LAUNCH DELIVERABLES

| Commitments                 | Description                                                                                       | Tier 1   | Tier 2   | Tier 3           | Tier 4   |
|-----------------------------|---------------------------------------------------------------------------------------------------|----------|----------|------------------|----------|
| Internal newsletter         | Internal newsletter to all Revenue + Product + Dev to centralize release info and share resources | Biweekly | Biweekly | Biweekly         | Biweekly |
| Seismic page                | Update existing pages, especially the <u>Product Enablement</u> page                              | T-4      | T-4      | T-2              |          |
| LMS training                | Create LMS topics and release them to Revenue/Product teams                                       | T-4      | T-3      | T-2              |          |
| LMS Campaign                | Product Release Readiness campaigns                                                               | T-4      | T-3      | T-2              |          |
| Admin video                 | Highlight value and demonstrate the how-tos to our admins                                         |          |          | T-1<br>As needed |          |
| Pitch practice              | Have Revenue team members practice speaking about the new feature                                 | T-2      |          |                  |          |
| Enablement session          | Deeper dive into the feature with Product (for Revenue)                                           | T-2      | T-2      |                  |          |
| Digital Sales Room template | Setup digital sales rooms for Sales and CS, if needed                                             | T        | T        |                  |          |
| Post-launch survey          | Internal Revenue survey to determine if more enablement is required                               | T+1      |          |                  |          |

# Customer Marketing Launch Deliverables

| Commitments                  | Description                                                                                                                                                               | Tier 1 | Tier 2 | Tier 3 |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|
| Email feature                | For Tier 1 doing a dedicated email, and Tier 2 spotlighting it in an existing communication, likely a newsletter.                                                         | T      | T      |        |
| Email Reminder               | A reminder the week of the release for customers to turn ON the feature or otherwise action the release. May be targeted to a specific group.                             | T+1    |        |        |
| Release Notes                | Posting the Release Notes article in the Help Center for admins to review the details of the feature. Driven in conjunction with Product Enablement and the Product team. | T      | T      | T      |
| Help Center Use Case content | Optional highlighting of an EAP use case/success story. More to come on this initiative.                                                                                  | T      | T      |        |
| Customer Post-Launch Survey  | Sent to relevant customers to gauge feedback                                                                                                                              | T+4    | T+4    |        |

# Customer Enablement Launch Deliverables

| Commitments                                     | Description                                                                                                                                                                                                       | Tier 1 | Tier 2               | Tier 3 |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------|--------|
| Guide/Best Practices on Learning Center         | To support the launch of the Tier 1 or 2 feature, we will create a guide or best practices article in the Learning Center to help customers understand why to use the feature, and the value they'll get from it. | T-2    | T-2<br>(as needed)   |        |
| Update existing assets in Learning Center       | Will update existing resources in the LC with the new feature/functionality.                                                                                                                                      |        | T-1                  | T-1    |
| Promote Guide/Best Practices on Learning Center | Will add the new resources to the promoted section of the LC.                                                                                                                                                     | T      | T<br>(as needed)     |        |
| Promote existing asset(s) on Learning Center    | Will add the existing/supportive resources to the promoted section of the LC.                                                                                                                                     | T      | T                    | T      |
| Broadcast message templates                     | Equipping our admins to share updates with end users                                                                                                                                                              | T      | T                    | T      |
| FAQs                                            | An admin-facing FAQ                                                                                                                                                                                               | T      | T<br>(if applicable) |        |

# RESELLER PARTNER ENABLEMENT LAUNCH DELIVERABLES

| Commitments            | Description                                                                                                                                                                                           | Tier 1    | Tier 2    | Tier 3    | Tier 4    |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|
| Internal newsletter    | Internal newsletter to Sales and Customer teams to centralize release info and share resources                                                                                                        | Biweekly  | Biweekly  | Biweekly  | Biweekly  |
| Partner Slack Channels | Sharing resources available for the teams to explore, what's to come, who to contact                                                                                                                  | T-3       | T-3       |           |           |
| Seismic page           | Update existing pages and ensure that partners have access to the tech documents, especially the <a href="#">Product Enablement</a> page. Consider if it needs to live on partner-specific role pages | T-4       | T-4       |           |           |
| LMS Campaign           | Use the comms features to direct partners to the resources available coming                                                                                                                           | T-1       | T-1       |           |           |
| Pitch practice         | Have Revenue team members practice speaking about the new feature                                                                                                                                     | T-2       | T-2       |           |           |
| Enablement session     | Deeper dive into the feature with Product (for Revenue). *Case-by-case basis of whether it is a recording or if it's a live session                                                                   | T-2*      | T-2*      |           |           |
| Partner Feedback       | For improvements/feedback on quarterly releases                                                                                                                                                       | Quarterly | Quarterly | Quarterly | Quarterly |

# Brand & Demand Marketing Launch Deliverables

| Commitments      | Description                                                    | Tier 1 | Tier 2 | Tier 3 |
|------------------|----------------------------------------------------------------|--------|--------|--------|
| Press release    |                                                                | T      |        |        |
| Content output   | A blog article, a feature in Carol's newsletter                | T+1    | T+1    |        |
| Analyst briefing |                                                                | T+2    | T+2    |        |
| Social media     | Leveraging our LinkedIn, Facebook, Instagram, YouTube channels | T      | T      |        |
| Landing Page     |                                                                | T      |        |        |

**Note on program marketing:** Programs team will incorporate new features into ongoing campaigns, positioning and messaging where it makes sense for their target verticals.

# FIELD TEAMS

Supports launch to customers and awareness for prospects

# SALES ENGINEERS LAUNCH DELIVERABLES

| Commitment  | Description                                                                 | Tier 1 | Tier 2 | Tier 3 |
|-------------|-----------------------------------------------------------------------------|--------|--------|--------|
| Demo script | Build a demo script for the new feature, or update the existing demo script | T-4    | T-4    |        |

# CX ENABLEMENT LAUNCH DELIVERABLES

| Commitments                                               | Description                                                                               | Tier 1 | Tier 2 | Tier 3             |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------|--------|--------|--------------------|
| Introduction to the feature during All CEM meetings       | Walk-through of the new feature, how it works, the value for customers, its key use cases | T-2    | T-2    | T-2                |
| High-level introduction to the feature at CX Dept meeting | Walk-through of the new feature, how it works, the value for customers, its key use cases | T-2    | T-2    | T-2<br>(as needed) |
| Getting Started with Implementation Doc                   | Update this document, including timelines                                                 | T-1    | T-1    |                    |
| CEM Workbook                                              | Update this workbook, including timelines and email templates                             | T-1    | T-1    |                    |
| CEM Primary Slides                                        | Update the relevant slides within the CEM Primary deck                                    | T-1    | T-1    |                    |

# Customer Care Launch Deliverables

| Commitments                           | Description                                                                                                  | Tier 1 | Tier 2 | Tier 3               |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------|--------|--------|----------------------|
| Help Center Articles                  | How-to directions for admins                                                                                 | T      | T      | T<br>(if applicable) |
| Other (assist in partnership with PM) | Ex. screenshots, sample comms to launch to users                                                             | T      | T      |                      |
| Highlights Webinars                   | Hosting bi-monthly, 45min-long sessions admins can join to learn about how to use recently released features | T+4    | T+4    | T+4                  |
| Updating Marketplace Experts topics   | Refreshing any necessary details of the existing Marketplace Experts topics                                  | T+4    | T+4    | T+4                  |

# **HOW CUSTOMERS FIND OUT ABOUT NEW RELEASES**

# ALL THE WAYS A CUSTOMER CAN FIND OUT ABOUT A NEW PRODUCT RELEASE

## Before release

- Attend a customer webinar
- If invited, attend a Customer Advisory Council session
- Search for the Product Roadmap on the Help Center
- Receive/seek a verbal heads up from CEM/CSM/Solutions Consultant during an implementation meeting/regular CSM touchpoint

## Upon release

- Search for the Release notes/article in the Help Center
  - Link to customer video
  - Link to Learning Center assets
- Click the Beamer post in AdminZone
  - Link to customer video
- Read the customer newsletter
- The CEM/CSM will highlight relevant releases in meetings and build a plan to use them
- Engage with the customer email campaign (occasional)