

ActiveCampaign ➤

Email Series for Product Launch

About This Guide

In this guide, we'll cover the following →



1. **New Product Launch Email Template**
2. **External Product Launch Email Template**
3. **Internal Product Launch Email Template**

New Product Launch Email Template

New Product Launch Email Template

Swipe File:

We Have Exciting News!

Hi, [first name]

Here at [company name], we're excited to share with you the launch of our new product, [product name]! This will [list a benefit or two here].

If you've been struggling with [issue this problem solves], we think [product name] would be a big help. If you're interested in learning more about it, please set up a time to chat with us! Additionally, you can check out more about [product name] here: [link to more info].

Let us know if you have any questions.

Thanks!

[company name]

New Product Launch Email Template

Swipe File:

An Introduction You Won't Want to Miss

[recipient's name], meet [product name], AKA your new best friend. [product name] is our latest launch, and it [explain 2-3 features of the product].

Like we said, this is brand new, so you're at the front of the line to get to try out [product name]. Of course you might have questions; everyone does when they meet something new. That's why we have this handy-dandy resource for you to learn more about [product name]. [hyperlink to additional page about the product].

So say hello to [product name] and goodbye to [problems the product solves].

Thanks!

[company name]

New Product Launch Email Template

Swipe File:

Start the Countdown!

In 24 hours, that's right, 24 hours, [product name] is launching! Set a reminder to be the first to try [product name] out. We'll open the doors to this exciting new product at [time it launches].

If you need any additional information on [product name], check out this super handy resource we made! [link to resource]

We'll see you tomorrow for day one of solving [problems that the product is solving] and creating [features of the product]. We can't wait!

Thanks,
[company name]

External Product Launch Email Template

External Product Launch Email Template

Swipe File:

You Asked, We Delivered

We're always striving to listen to our customers here at [company name], so we've noticed a lot of you asking for [feature of product]. Well we're proud to announce the release of [product name] which will [what the product will do].

Join in on the excitement by trying out [product name] and let us know your feedback! Sign up for updates in our [newsletter? Whatever you want to market] and be the first to know about what we're cooking up.

Enjoy!
[company name]

External Product Launch Email Template

Swipe File:

An Exciting Update From Our Founder

Hi, this is [founder's name], with an exciting announcement. I am incredibly proud to share that we have launched our newest product, [product name]. This product will help revolutionize important changes in the [industry name] and will solve challenges such as [list challenges it will solve].

At [company name] we strive to provide you with the most up-to-date and helpful products imaginable. The [product name] will help [features] and I look forward to hearing your feedback on it.

Thank you for being a loyal customer,
[founder's name]

Internal Product Launch Email Template

Internal Product Launch Email Template

Swipe File:

Team,

We are excited to share that the [product name] launched today. With this new initiative, we will solve [problem the product solves] for customers, and provide [features that the product provides].

This is an exciting time for [company name], but we understand you may have some questions. Please refer to this resource [hyperlink to resource] for more information on [product name], and ask [person who is best reference] any questions you may have.

We're excited to see the value [product name] will bring to our customers!

Thanks,
[your name]

Internal Product Launch Email Template

Swipe File:

Team,

Today, we launched [product name]. If you're unfamiliar with [product name], it will help customers with [problems customers are facing]. Some of the key features include [key features of the product].

You can find the pricing of the product at this page [hyperlink to page], and this is the best place to find more information about [product name], and share with prospective customers. [link to the document]

We're excited about the launch and hope you are too! Now let's go make some sales!

Thanks for your continued efforts,
[your name]

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your product
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