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| **Hi There.**  Thanks for Downloading This Resource.  https://lh3.googleusercontent.com/xKk-xLDO7mbRof93bZobmlO9B7-mKd3fdJ4WlEUcT6BYn0Pt-bx53eglqRrOxz13xND9w017-LP-hFtoCgnHhgKQ4VWqHIfzpWqYxjnGeCfTDtqnzAn6T71uuAw1BhBvocqb9Zf8 | |
| ↓↓↓  How to Use This Template  These press release promotional plan template should be used as a jumping off point for your company’s needs. The tasks outlined are just a suggestion and can be modified to align with your true promotion plans. You can fill in the table with additional details regarding timelines and task owners to hold your team accountable for promotion.  Once you’re ready to begin, delete this page and start filling out your info below.  Remember, you should add/edit/delete any copy or sections as you see fit. | |
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| ../Task.png  Promotional Plan To-Do List |

*Use this template to assign tasks and roles for press release promotion.*

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| **Task** | **Timing** | **Owner** |
| **Write Press Release and Blog Draft:**  Circulate release and/or blog post to internal stakeholders for comments and questions. |  |  |
| **Press Release Final Edits**:  Place a final deadline for comments to ensure you don’t have last-minute edits after publishing. |  |  |
| **Schedule Press Release**:  Schedule the release for internal and Wire launch. |  |  |
| **Schedule Blog Post:**  Add relevant images as needed and ensure that the post is scheduled to launch at an appropriate time. |  |  |
| **Create Social Promotion Assets**:  Write copy and gather social images. |  |  |
| **Schedule Social Promotion**:  Time posts with your announcement and schedule additional promotion throughout the day/week. |  |  |
| **Employee Communication:**  Keep employees in the loop and informed. |  |  |
| **Customer Communication:**  Craft an email that will energize your customers about the big announcement to increase social shares, awareness, and product adoption. |  |  |
| **Media Outreach:**  If considering approaching other publications, reach out shape your content/messaging to fit the outlet’s editorial guidelines. |  |  |