

Fall Launch Campaign Brief

Owner	SL Sokanon Little Thunder
Team	Marketing
Launch date	Oct 6, 2026
Budget	$38,000 (paid + creative)

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Headline

Fall Launch: Workspace v2.4

Positioning

This launch is about speed. The new nav and project switcher cut the number of clicks it takes to get anywhere in the product by half. The story is "get there faster," not a feature list.

Key messages

- Faster navigation, fewer clicks
- One-click project switching
- Available to all plans starting today

Audience

Primary: existing customers who have been active in the last 30 days, especially teams over 10 seats where navigation friction shows up most. Secondary: prospects currently in a trial, where this removes a common objection from sales calls.

Success metrics

25%
landing page CTR target

4,000
feature activations, week 1

-15%
nav-related support tickets

Timeline

Date	Milestone
Sep 15	Creative assets due from design
Sep 22	Landing page staged and reviewed
Sep 29	Email draft finalized with Lifecycle
Oct 6	Launch day, all channels go live
Oct 13	Week 1 performance readout

Channel checklist

- [x] Landing page
- [x] Paid
- [x] Organic
- [ ] Email

Stakeholders

Name	Role
Sokanon Little Thunder	Campaign owner, brief and messaging
Halona Descheeny	Product marketing, positioning sign-off
Kai Tsosie	Lifecycle, email send

SL Last edited by Sokanon Little Thunder, 2 days ago