Compounding Returns

Stop siloing your product launches.

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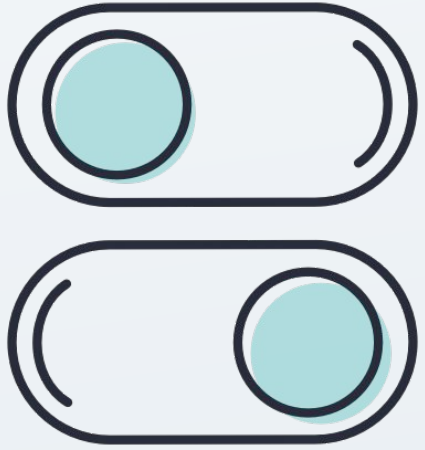
What is LaunchDarkly?

Empower all teams to deliver and control their software.



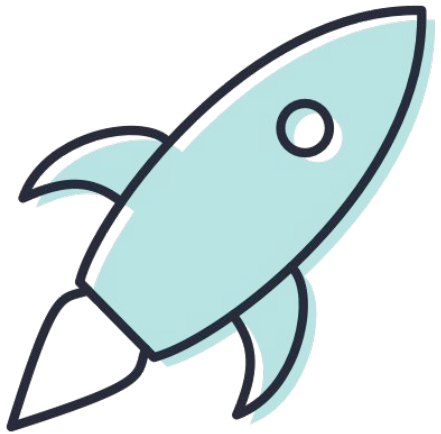
Why Me?

LaunchDarkly's first GTM hire.

LaunchDarkly

What is a launch anyway?

A chance to create awareness and relay your message.



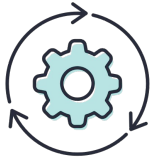
Launch Levers

Channels

Main vehicles of your messages.

Amplification

How will this news spread.



Launch Cadence

Launches don’t succeed in a vacuum.

Early Days

Seed round to Series B

Company size
6-28 people

Marketing team size
1-6 people

A Few Guiding Principles

- It’s going to take more than one launch on one day.
- You can’t get feedback until you launch.

Early Days

Seed round to Series B

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Product Hunt
Sept 15

Product launch 1st mobile SDK
Oct 15

Show HackerNews
April 16

Funding announcement
Oct 16

Gartner Cool Vendor
May 17

Funding announcement
Dec 17

2015 | **2016** | **2017**

Social posts daily

Blog posts 2x weekly

Conference talks monthly

Podcast episode 2x monthly

Meetups quarterly

Early Days

Seed round to Series B

Company size
6-28 people

Marketing team size
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Choose your Channels

- ProductHunt? You need a poster.
.
- Press release? Get a wire account and pitch plan.

Gather Collateral

- Get customer quotes, permissions.
- Write the posts/blog/release!
- Choose or create images.

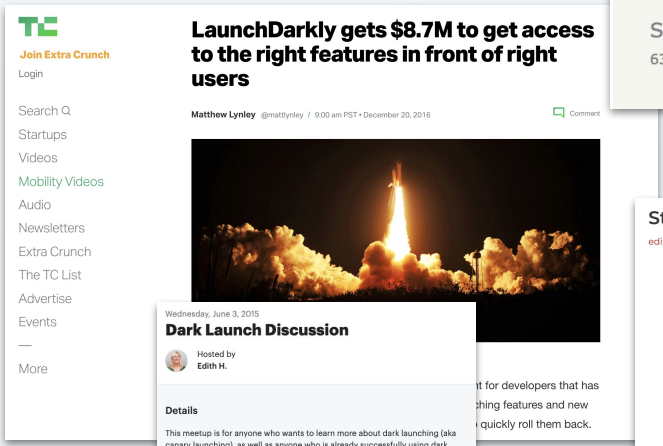
Prep Social Plan

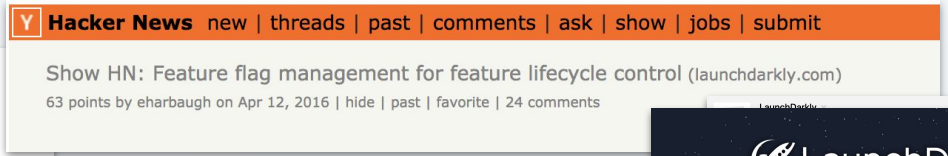
- Which tweet do you want to be most RT'd?
- Who do you want to mention?
- Image?

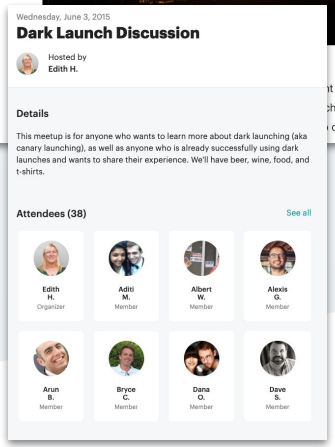
Amplify

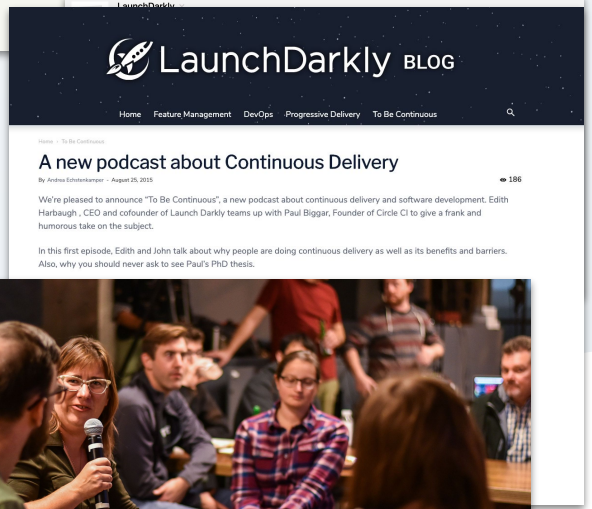
- VCs
- Friends
- Email your base
- Write a blog post
- Share on HN

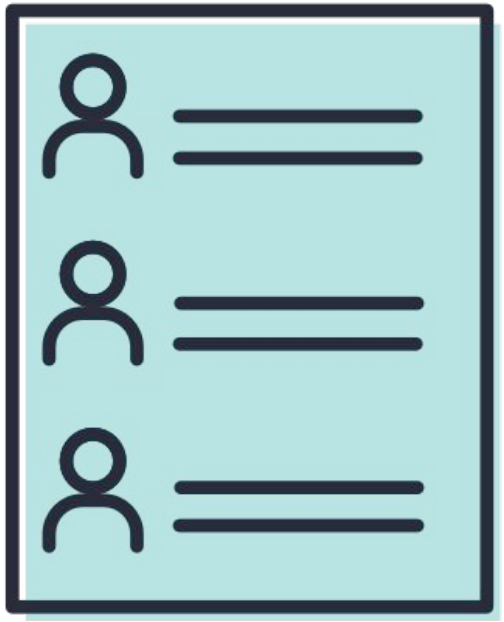
What It Looked like in the Early Days











Let’s talk about press releases.

On the Map

Series B to Series C

Company size
28-90 people

Marketing team size
6-15 people

A Few Guiding Principles

- Seed the market.
- Appear bigger than you are.
- Don’t worry about being too fancy.

On the Map

Series B to Series C

Company size
28-90 people

Marketing team size
6-15 people

Timeline

Doubled to account for more stakeholders.

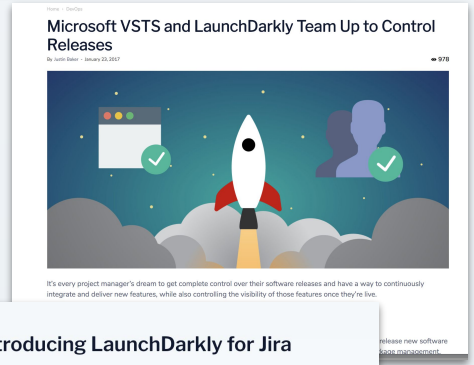
Example Assets

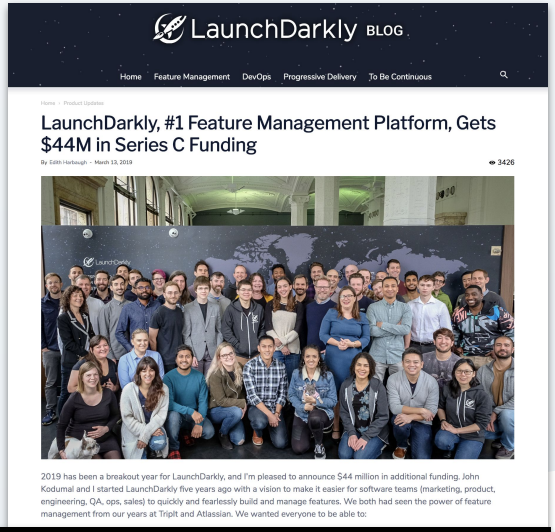
- Our Annual Event Trajectory
- A blog with real traffic
- O’Reilly ebook
- Partner Integrations and events

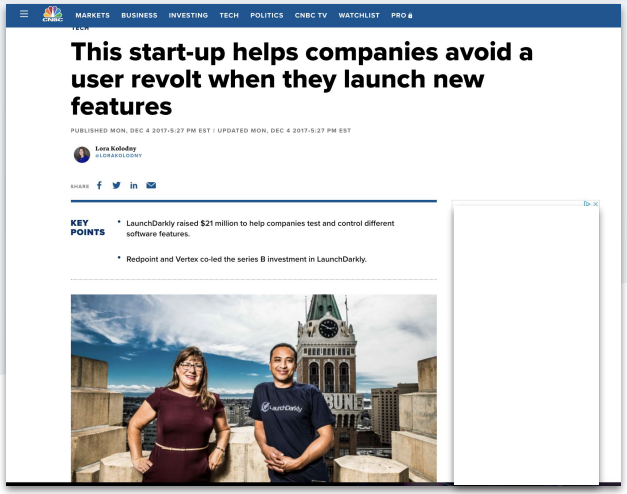
What It Looked Like – Series B to C

Sep 13, 2018, 09:45am EDT

Cloud 100 Rising Stars: Meet 20 Of The Cloud's Breakout Up-And-Comers For 2018







Introducing LaunchDarkly for Jira

Teams already use Jira and LaunchDarkly to manage their product release processes—now they can use them together. With feature flagging information in Jira, teams can quickly and easily access critical information around a feature release from a single place, enabling them to work more efficiently and collaboratively.

From Jira, teams have visibility into whether a feature flag has been turned on and what percentage of customers are experiencing it. Team members can also drill into an issue and see what feature flags are associated with it.

With better visibility and greater control over all aspects of a feature release, teams can be more confident they're focusing on the right things and move faster.

Configure LaunchDarkly + Configure Jira = Seamless Development

The Future

Series C and beyond

Company size
90-200+ people

Marketing team size
15 -35+ people

A Few Guiding Principles

- Map out the big stuff and make damn sure it all connects.
- Templatize all your small and medium-sized releases.

The Future

Series C and beyond

Company size
90-200+ people

Marketing team size
15 -35+ people

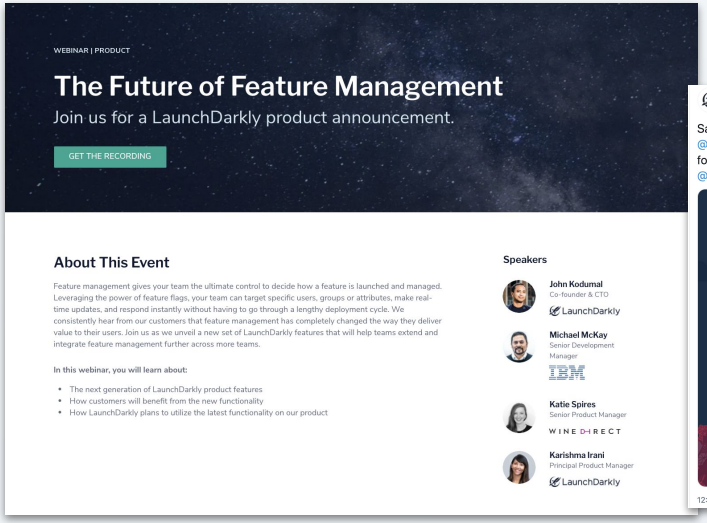
Timeline

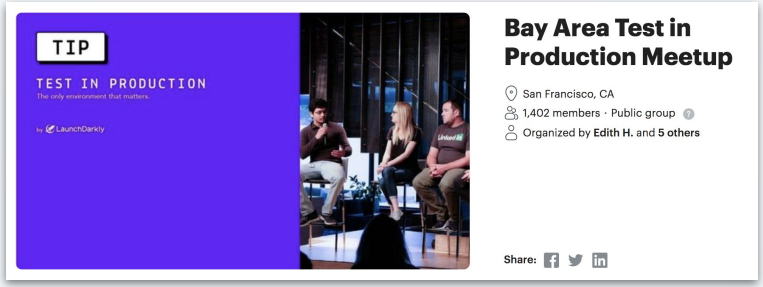
Plan for 2x larger announcements per year.

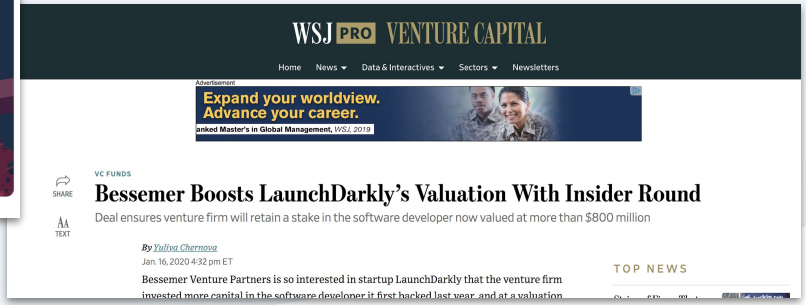
Example Assets

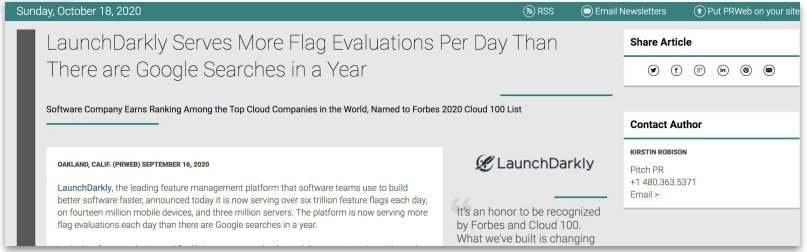
- Special Announcement Webinar
- Best Places to Work
- Analyst reports

What It Looks like Today









Stop siloing your launches.

LaunchDarkly