Bynder Launch Email Templates

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## Request for support: Asset review and cleanup before DAM migration

**Why?**

This email informs users about cleaning up and reviewing assets before migrating to Bynder. It should highlight the importance of moving only relevant, up-to-date assets to the new system, ensuring a smoother and more efficient migration process.

**What to include:**

* **Introduction:** Announce the need for asset review as part of the migration to Bynder.
* **Action Required:** Request users to review and clean up assets by removing duplicates and outdated files.
* **Decision on Relevance:** Ask users which assets should be migrated based on relevance and quality.
* **Deadline:** Specify the date by which the review should be completed.
* **Importance:** Emphasize how their input is critical for a successful migration.
* **Gratitude: T**hank them for their time and support in ensuring a smooth transition.

**Send Date:** 4 months before launch.

**Audience:** Users with insight into what should be migrated.

**Suggested Email Subject:** Action Required: Clean Up Assets for Bynder Migration

**Suggested Email Copy:**

As part of the upcoming migration to our new digital asset management (DAM) system, Bynder, we must ensure that only relevant and up-to-date assets are migrated.

We request your support in reviewing and cleaning up assets before the migration. Specifically, we need you to:

* Review the assets and remove any duplicates or outdated files.
* Decide which assets should be migrated based on relevance and quality.

Your input is crucial to ensure a smooth migration, and we would appreciate it if you could complete the review by [date].

Thank you for your time and assistance in this process!

## 1st Announcement: Migration to Bynder

**Why?**

This email informs users about the upcoming switch to Bynder, sets expectations, and provides time for questions and preparation. It reduces confusion and helps smooth the transition.

**What to include:**

* **Introduction:** Briefly explain the change and its benefits.
* **Launch Date:** State when the launch is expected to happen.
* **Overview of Bynder:** Highlight key features and improvements.
* **Impact on Users:** Explain how the change affects them.
* **What to Expect**: Mention upcoming training and support.
* **Next Steps:** Inform users about more details to come.
* **Support Contact:** Provide contact info for questions.

**Send Date:** 3 months before launch.

**Audience:** All users

**Suggested Email Subject:** Important Update: Migrating to Bynder

**Suggested Email Copy:**

We’re excited to inform you that [Company Name] will transition to Bynder, our new digital asset management platform, in [X] months. This change will help us streamline workflows, improve collaboration, and give you better access to the assets you need.

**Key Details:**

* **Launch Date:** The switch to Bynder will happen on [Date].
* **Why the Change?:** Bynder offers advanced search, version control, and secure asset sharing to help improve our content management.
* **What You Can Expect:**
	+ Access to Bynder starting [Date].
	+ Removed access from [legacy system] starting [Date].
	+ Training resources and support to help you get started.
	+ Migration of assets with minimal disruption to your work.

**What’s Next?**

Expect more information soon, including detailed timelines and training schedules. In the meantime, if you have any questions, please reach out to [Primary Contact] at [Contact Information].

We’re excited about this upgrade and look forward to bringing you a more efficient way of managing assets.

## Soft Launch/Pilot: Introduction

**Why?**

This email invites select users to test Bynder so you can gather feedback and ensure smooth functionality before the hard launch. This helps identify issues early, improves the system, and promotes user adoption.

**What to include:**

* **Introduction:** Briefly explain the new system and what it replaces.
* **Soft Launch/Pilot Purpose:** Explain why the soft launch is happening and their role.
* **Why They Were Chosen:** State why they were selected for the pilot.
* **What They'll Do:** Outline their specific tasks during the pilot.
* **Pilot Dates:** Include the pilot's start and end dates.
* **What They'll Receive:** Mention when they will get login credentials and instructions.
* **Feedback Process:** Explain how feedback will be collected.
* **Call to Action:** Ask them to confirm participation.
* **Closing:** Thank them and emphasize the importance of their feedback.

**Send Date:** ~2-3 months before launch.

**Audience:** Soft launch users

**Suggested Email Subject:** Join the Pilot: Test the New Bynder DAM

**Suggested Email Copy:**

We’re excited to invite you to join our select group to pilot the new Bynder digital asset management system (DAM), which will replace [Legacy Tool]. This is your chance to explore the new system before it launches and help us ensure everything’s ready for the full rollout.

**What You'll Be Doing:**

* **Testing**: Explore the search, filter, and navigation options.
* **Providing feedback:** Let us know what works well and where we can improve.
* **Uploading and organizing assets:** Check out the ability to upload and organize your assets in the system.
* [add any other requests, such as testing integrations, other Bynder solutions, etc.]

**Pilot Dates:**

The pilot will run from [DATE] to [DATE]. You’ll receive your login info and more details about the testing phase by [DATE].

If you’re interested in participating, please let us know! Your input will be invaluable in helping us perfect the system before the full launch.

## Soft Launch/Pilot: Invitation

**Why?**

This email invites users to participate in a soft launch of the Bynder DAM system, allowing you to gather feedback and resolve issues before the full launch. Their input helps ensure a smooth transition and a more effective system for all users.

**What to include:**

* **Introduction:** Briefly explain the purpose of the soft launch again and why the user has been selected to participate.
* **Testing Details:** Provide testing dates, how long they’ll have access, and what’s expected of them.
* **Access Information:** Include the link to the DAM and how to access the system.
* **Key Tasks to Test:** List the specific tasks you want them to try (e.g., searching, downloading, creating collections).
* **Feedback Request:** After testing, ask them to complete a survey and specify the feedback deadline.
* **Appreciation:** End with thanks, emphasizing the value of their feedback.

**Send Date:** 1-2 months before launch.

**Audience:** Soft Launch users

**Suggested Email Subject:** Ready to Test Bynder DAM? Here’s What You Need to Know!

**Suggested Email Copy:**

As mentioned, you’ve been selected to test the Bynder digital asset management (DAM) system, which will replace [Legacy Tool]. Your feedback will be crucial to help us:

* Fine-tune the user experience
* Identify areas for improvement
* Ensure the system is ready for the full launch

**Testing Details**

The testing phase will run from [start date] to [end date]. We’ve attached a user guide to get you started. Official training will follow the full launch.

**How to Access**

* Link to Bynder DAM: [Insert link]
* [login instructions]

**What to Test**

Please focus on these key tasks during the testing period:

* Search and filter for assets
* Select and download multiple assets at once
* Download assets in different sizes
* Create and share asset collections
* Upload and tag assets with metadata [if relevant for the testers]

**Feedback**

Please complete the survey by [DATE]: [SURVEY LINK]. Your insights will be key to a smooth and successful launch.

Thank you for your help, and I look forward to hearing from you!

### Soft Launch Survey

**Why?**

The survey is essential during the soft launch to gather user feedback on the Bynder DAM system. It helps identify areas for improvement, test usability, and ensure the system is ready for full adoption, guiding necessary adjustments before the hard launch.

**Example Questions**

* Overall, how would you rate your experience with the Bynder DAM?
	+ (1 = Poor, 5 = Excellent)
* How would you rate the general speed of the system (e.g., loading times, responsiveness)?
	+ (1 = Very slow, 5 = Very fast)
* How easy was it to search for assets using filters?
	+ (1 = Very easy, 5 = Very difficult)
* How easy was it to search for assets using the search bar?
	+ (1 = Very easy, 5 = Very difficult)
* What improvements, if any, would you make to the search experience (both filters and search bar)?
	+ (Open-ended)
* How would you rate the experience of downloading assets from the system?
	+ (1 = Poor, 5 = Excellent)
* How would you rate the experience uploading assets to the system (if applicable)?
	+ (1 = Poor, 5 = Excellent)
* How would you rate the process of creating and sharing collections?
	+ (1 = Poor, 5 = Excellent)
* What do you like most about the Bynder DAM?
	+ (Open-ended)
* What areas do you feel need improvement in the Bynder DAM?
	+ (Open-ended)

## 2nd Announcement Email: One Month Before Launch of Bynder

**Why?**

This email prepares users for the transition to Bynder, builds excitement about its benefits, and provides key details about the upcoming launch.

**What to include:**

* **Launch Details:** Confirm the launch date and timeline.
* **Benefits:** Highlight key features that improve workflows and collaboration.
* **Expectations:** Share what users can expect, such as training and minimal disruptions.
* **Next Steps:** Include a call to action to stay tuned for more information.
* **Contact Info:** Provide a clear point of contact for questions.

**Send Date:** 1 month before launch.

**Audience:** All Users

**Suggested Email Subject:** Get Ready for Bynder – Launching Next Month!

**Suggested Email Copy:**

We’re thrilled to share that [Company Name] is just one month from launching Bynder, our new digital asset management platform! Bynder will make finding, managing, and sharing the assets you need easier than ever.

**Why Bynder?**

Bynder is designed to simplify your workflows and save you time with:

* **Smarter Search:** Quickly find assets using intuitive filters and a powerful search bar.
* **Version Control:** Track updates and ensure you’re always using the latest files.
* **Improved Sharing:** Share assets securely, both internally and externally.
* **Personalized Collections:** Save and share favorites with your team.

**What’s Next?**

* **Launch Date:** Bynder will go live on [Date].
* **Training & Support:** We’ll provide guides and training to quickly get you up to speed.
* **Seamless Transition:** Assets will be migrated with minimal disruption to your work.

We’ll share more details in the coming weeks, including how to log in and take advantage of Bynder’s features.

In the meantime, if you have any questions, feel free to contact [Primary Contact] at [Contact Information].

## Soft Launch/Pilot: Reminder

**Why?**

This email serves as a reminder to soft launch participants to complete the feedback survey.

**What to include:**

* **Friendly Reminder:** Prompt participants to complete the survey.
* **Feedback Importance:** Emphasize how their input helps improve the system.
* **Survey Link:** Provide a clear and easily accessible link to the survey.
* **Deadline:** Include the deadline for completing the survey.
* **Thank You:** Express gratitude for their time and participation.

**Send Date:** 3 weeks before launch.

**Audience:** Soft Launch users

**Suggested Email Subject:** Reminder: Share Your Feedback on Bynder

**Suggested Email Copy:**

Just a quick reminder to complete the survey for the Bynder soft launch! Your feedback will help us improve the system before the full launch.

[Take the Survey Here]

The survey closes on [Deadline Date]. It only takes a few minutes, and your input makes Bynder as user-friendly as possible.

Thank you for your time and insights!

## 3rd Announcement: Pre-Launch Reminder Email

**Why?**

This email reminds users about the upcoming Bynder launch and provides resources to ensure they are prepared. It builds excitement and sets clear expectations.

**What to include:**

* **Launch Countdown**: Remind users that the launch is one week away.
* **Support Materials:** Provide links to helpful materials, such as:
	+ FAQ
	+ Promo Video
	+ Trainings
* **Launch Day Details:** Mention login credentials and next steps.
* **Support Info:** Provide contact details for questions.
* **Excitement:** Highlight the benefits of Bynder.

**Send Date:** 1 week before launch.

**Audience:** All Users

**Suggested Email Subject:** Bynder Launches Next Week – Here's What You Need to Know!

**Suggested Email Copy:**

Bynder, our new digital asset management platform, launches in just one week! We’re excited to bring you tools to make managing and collaborating on assets easier and more efficient.

Here’s how you can get ready: [adjust the following to what your company has created]

1. **Check Out the FAQs:** We’ve compiled answers to common questions to help you prepare. [Link to FAQ document]
2. **Watch the Promo Video:** Get a sneak peek of Bynder’s key features in this short video: [Link to Promo Video]
3. **Sign Up for Training:** Ensure a smooth start by joining one of our training sessions. [Training Session Signup Link]
4. **Launch Day Details:** On [Launch Date], you’ll receive your login information and quick-start instructions. Our support team will be available to assist with any questions or challenges.

We can’t wait to introduce you to Bynder and improve your asset management experience. If you have any questions, contact [Primary Contact] at [Contact Information].

## 4th Announcement: Launch Day

**Why?**

This email marks the official launch of Bynder and provides users with all the necessary information to get started. It sets expectations for the transition, shares login details, and offers support resources to ensure a smooth experience.

**What to include:**

* **Launch Announcement:** Officially announce the launch of Bynder.
* **Login Details:** Provide login credentials and any necessary instructions.
* **Training & Resources:** Highlight available training sessions, guides, and other resources for a smooth transition.
* **Support Contact:** Share contact details for any troubleshooting or questions.
* **Excitement & Benefits:** Reinforce the positive changes Bynder brings, such as improved workflows and easy asset access.

**Send Date:** Day of launch.

**Audience:** All users

**Suggested Email Subject:** It’s Here! Welcome to Bynder

**Suggested Email Copy:**

Today’s the day! We are excited to announce the official launch of Bynder, our new digital asset management platform.

Your Access Details:

* Login URL: [Insert URL]
* [instructions for logging]

Please log in today and explore Bynder’s new features, including streamlined search, version control, and secure asset sharing. We’ve ensured the transition is smooth, and we’re confident you’ll find the platform easier and more efficient.

Training & Resources:

* **Training Sessions:** [Insert Training Link] – Sign up to get up to speed.
* **FAQ & Support:** If you have any questions, check out our FAQ document here: [Insert FAQ Link], or contact [Insert Contact Info] for personalized support.

We’re excited for you to begin using Bynder, and we’re here to help with any questions.