

### 3 days before launch – announce new name and coming soon

Subject Line:

Prepare to be amazed in 3 days.

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Naturally, you might be wondering what's going to be amazing you in three days. Let's talk a little bit more about that.

As you may know, here at Lorem Ipsum, we're all about getting things done right. So naturally, we turn to our trusty intranet, to make this happen. It's been there for us through thick and thin, but here's an insight that we've come to realize: **it's due for a 2018 overhaul**. It's time to move to a platform that's user-centric, functional, and far more useful when it comes to helping to find the right tools to solve problems.

We also decided to approach the naming of the new intranet differently. A contest was held internally to select the name. Employees submitted their suggestions for a chance to win a \$500 gift card if the name they suggested was chosen. And you guys were excited to participate - we received about 300 entries of naming options for the new intranet. It's going to be a tough decision to make!

Stay tuned for more information. We're just getting started.

### 2 days before – announce features

Subject Line:

Work better in just 2 days with these features.

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The intranet interface was built in the early 2000s, and it hasn't been updated since then. Finding information related to your role, completing a task, or even connecting with the right people that can help you takes a lot longer than it should. We're grateful that we've had it at our disposal all these years, but it's time to fast-forward to 2018.

The new intranet's look and feel is different. In addition, each department page now has relevant information on there. The forms that are relevant to each department page are going to be housed there as well as in a form repository. Each department is going to have resources that are relevant to them on their page. They'll have who to contact on each of their pages, and useful links are going to be on their pages as well.

We conducted focus groups to figure out what is useful and not useful to bring that up to the home page. And we're proud to announce that **rate information is now consolidated on one page**, instead of searching for this through different avenues.

These are all much-needed updates. And they'll be here soon.

### **1 day before – announce NEW features**

Subject Line:

Check out the new features you'll be able to enjoy in just one day.

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So, you must be pretty excited about this so far, right? Well, get ready to be even more impressed with the NEW features on the new intranet.

The most important new feature is being able to **search the entire site for any relevant content**. Currently, Lorem Ipsum searches a completely different database, so the search feature is not an option. The look and feel of the new intranet is also much cleaner. It's user-friendly, and the way that it's organized is better. The font is bigger to help us find things better.

In addition, we're going to have a Calendar of Events with company-wide events that people should be aware of and can volunteer for. Also, our Birthday and Anniversary Section will be pretty front and center. Keeping up with what's going on just got a lot easier!

We also now have Applications Links right on the home page. This is definitely a time saver when getting things done!

So, we hope we've properly acquainted you with what you can expect from your new intranet. Stay tuned for the official launch!

### **Day of launch – exciting new intranet announcement**

Subject Line:

After years of waiting, it's finally here.

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Introducing Lorem Ipsum, your all-new intranet. It embraces collaboration, communication, business practices, and information. It was engineered with you (the end user) in mind. It's here to help you work more quickly and efficiently.

We want to thank the team that worked hard to deploy this. In addition, we want to thank Lorem Ipsum, the winner of the \$500 gift card and ultimately the person who named our new intranet.

We've told you all about what it can do. Now it's time for you to be able to see and use it yourself. Click [here](#) to take Lorem Ipsum for a test drive and let us know what you think!