

Assignment 4 - Promotion Plan

Due: Tuesday, April 4th
6.S194 Spring 2017

In this assignment you will make plans for promoting your project.

Part A

In the first part of this assignment, you will write a promotion plan for your project. For each promotion activity (landing page rewrite, introductory video, arXiv submission, contact with influencers, brochure for distribution at a conference, press release, ...), give:

- The segment you are messaging to, including the names of any specific people you will contact. Examples: a specific influencer; anyone searching for “machine learning model management” on Google; maintainers of a related GitHub repository.
- The segment of people you hope to reach with the message. This may or may not be the same as above. Examples: readers of the influencer’s blog; anyone searching for “machine learning model management” on Google (same as above); contributors to a related GitHub repository.
- A brief description of the message content.
- When you are going to release the message, both the date (if known) and in relation to a project milestone.

Finally, write 100-200 words explaining how your promotional activities fit into an overall strategy for promoting your project.

Part B

In the second part of the assignment, you will write a ~600-word press release that you could release at the end of the term. We will send these releases (possibly after a round of revisions) to Adam Connor-Simons at CSAIL’s media office for feedback. Larry Hardesty from the MIT news office has also suggested doing a story on the class itself at the end of the term. During the round table on Tuesday, Larry and Abby talked about what should be in a press release. Nick recommends [this Quora answer about Amazon’s project management strategy](#). [This wikiHow page](#) is about a more traditional press release format. For this assignment, we’re more interested in iterating the content of the press release; format can come later.

You should work on this assignment as a group.

Submit both your promotion plan and press release draft to the Google folder that has been created for and shared with your group. This assignment is **due Tuesday, April 4th**.