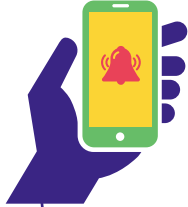


CHECKLIST OF WAYS TO ANNOUNCE NEW FEATURES

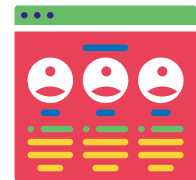


IN-APP NOTIFICATIONS

Reach users when they are actively using the app and typically provide a way to chat with support if any problems arise. In addition, these notifications can usually be targeted to specific types of users.

ONBOARDING SEQUENCES

Introduce users to a new feature within the application and guide them along the process. These sequences are particularly useful when new features change existing user workflows.



EMAIL ANNOUNCEMENTS

Promote new features to email subscribers with an explanation and links to more information. These emails can be targeted towards specific users to make them more effective.

SOCIAL MEDIA POSTS

Can help promote new features to a broad—but non targeted—audience. These posts may not generate a lot of interest from existing users, but they can promote new features to potential customers.



PRESS RELEASES

May be an appropriate way to announce new features targeting large enterprise users. In addition, these press releases can provide some SEO benefit by generating backlinks to a landing page or website.