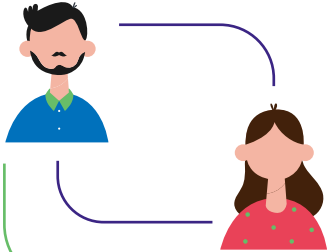


# CHECKLIST OF CUSTOMER ENGAGEMENT STRATEGIES

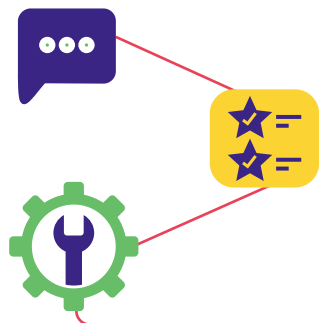


## ONBOARDING

The onboarding process is one of the most important elements in improving customer engagement since it directly influences first impressions. A great onboarding process helps the user get started with the product and makes the value immediately apparent.

## EMAIL MARKETING

Email remains one of the best ways to reach consumers—even amid the explosion of social media. With automated email sequences, you can help users see the value of your products over time by introducing important features on a regular basis.



## RELEASE NOTES

Release notes are an oft-neglected form of customer engagement and communication. With regular updates, users can learn about new features and quickly realize that development is ongoing and justifying the cost of a subscription.

## USER RESEARCH

User research helps engage users and ensure that their voices are heard by product managers and developers. By surveying users or involving them in research groups, you can keep them involved in the development and engagement of the product.



## DOCUMENTATION

Good documentation is essential for keeping users engaged, particularly if they have not followed through with the onboarding process.