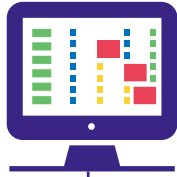


CHECKLIST OF FEATURE LAUNCH STRATEGIES



CREATE AN ONBOARDING SEQUENCE

Onboarding sequences are an effective way to teach existing users how to use newly launched features. Using “no code” solutions like UserGuiding, you can quickly introduce and highlight new features with simple personalized guides.

START A RECURRING WEBINAR

Webinars are an ideal way to engage with new and loyal users that may have questions or be looking for ways to improve. By providing both interactive training and a Q&A session, you can ensure that you’re helping them see the value in your product.



INCORPORATE IN-APP MESSAGES

In-app messages are a convenient way to reach out to users and introduce new features. With chat components, users that are interested in learning more also have a quick way to ask questions to guide them along the way.

BUILD TARGETED CAMPAIGNS

Conventional social media and email outreach to advertise new features has mixed success. By targeting specific users that may be interested, you can dramatically increase engagement and avoid burning your email lists or ad spends.

