

## Eu Disse Sim Launch Plan

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1

### Identify objectives and key results

🕒 Finalize by Dec 1, 2018

Before you dive into specifics, take some time to define your objectives and identify some key results for measuring success. Ask yourself a few questions:

- Why is this product needed?
- How is this launch aligned with company and departmental targets?
- What are the goals of the campaign? (ie. number of MQLs, number of trials started, number of units sold)?
- How will we know if we are successful?

DEC  
16

### Define messaging

🕒 Finalize by Dec 16, 2018

Product messaging is as much an art as it is a science. Before you start writing any copy, ask yourself a few questions like:

- What audience pain point does this campaign address?
- What does the product we're launching allow users to do that they couldn't do before?

Remember, the best product copy uses customers' own words, so try digging into any user research or support tickets that you have available to come up with the right language.

DEC  
24

### Build in-product tutorial

🕒 Queue up by Dec 24, 2018

Exceptional user onboarding is the best way to minimize churn and guarantee that users will stick around long enough to realize the full value of your product.

For new products, we recommend using onboarding Checklists to walk users through the specific functions that will help them be successful within your product.

For new feature launches, try a 1-3 step [feature adoption flow](#).

DEC  
29

### Write help center documentation

🕒 Draft by Dec 29, 2018

New products come with new questions. Start by writing up comprehensive how-to content that will live in your help center. Be sure to add to it as the support tickets begin rolling in.