

## CHAPTER 4:

# Product Marketing Post-Launch

Your launch isn't over once the official launch announcement goes live. Now comes the work of making sure new users engage with your product, existing customers are aware of what's new, and your messaging continues to generate demand.

*Here are some actionable tips to drive post-launch momentum:*



### Educate new users

Set up an automated onboarding email sequence to introduce key features and use cases.



### Differentiate against competitors

Publish comparison pages highlighting why your product is the most obvious choice.



### Reinforce the launch

Include the announcement in your next weekly, biweekly, or monthly roundup email to catch people who may have missed it.



### Update web pages

Add dedicated sections about the new feature or product across your site.



### Offer a hands-on preview

Create a no-code interactive demo, using a tool like Navattic, so visitors can explore the product before signing up.

*The goal with your product marketing efforts is to keep the momentum going since it is easy to build on your existing momentum than starting from scratch.*