
Task #2

Feature Launch Challenge

Imagine Typeform just launched Video Ask. Your mission is to execute the launch and drive feature adoption.

A Note

This task is fun!

Since VideoAsk is more of a standalone product rather than a new feature, I'm going to do my best to show you both parts in this presentation.

Although a product/feature launch has many moving parts (including testing product readiness, sales enablement & readiness, actual marketing launch, internal communications, etc.) I'll focus on the content strategy of the launch, as that is my task.

That being said, I'm going to move forward thinking that we've already completed the full pre-launch phase.

As I'm a CRO person, I live and breathe data, and this is very hard for me because I need to talk in general terms. Especially in feature launch, there are many reports and analysis that I would do beforehand which would determine which parts of our launch strategy is the most useful. (What works and what doesn't work)

A Note

Again - The strategy I would create in real life scenario could be completely different as the 'right strategy' needs to be unique to every business.

Also - I would like to emphasise that I'm not a great copywriter.

Even though I can analyse, quantify and recommend changes to the copy, I'm not a copywriter.

That being said, for the copywriting part of this task, I'll do it to the best of my ability. :)

Feature Launch

At this point we already completed the pre-launch phase and we're ready for the actual launch.

New Customers

Existing Customers

*Ideally - we would have a separate approach to each of these segments. As there are no data points, I'll present you with a general one.

Feature Launch - New Customers

- Product webinar
- Customer webinar
- Events / round tables
- Content syndication
- Email announcements
- Activity-based email campaigns
- Paid campaigns (Linkedin, Meta)

- Blog announcement
- Webpage / landing page
- SEO content
- Website cross-linking & promotion
- Sponsored content
- Ebooks/guides
- Product/Feature overview video
- Product/Feature demo video

Feature Launch - New Customers

- Press release
- Media outreach
- 60-day organic social media campaign
- Analyst outreach/briefing
- Investor outreach/briefing

Feature Launch - Existing Customers

I would create separate campaigns for each of the following existing user segments:

Loyal Users

Lifetime Free Users

Users with Low MRR

Users with High MRR

Feature Launch - General Content Strategy

The whole content strategy can be broken into a three stage model.

Awareness

Top of the funnel

Consideration

Middle of the funnel

Conversion

Bottom of the funnel

Feature Launch - General Content Strategy

Awareness - Top Of the Funnel

- 'How To' Content
- Well researched guides
- SEO focused blog posts
- Pop-ups
- Social media posts
- Explainers

Feature Launch - General Content Strategy

Consideration - Middle Of the Funnel

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- Testimonials & Reviews
 - FAQs
 - Templates
 - Cheatsheets
 - Product focused webinars

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- Industry reports
 - Data-driven, well-researched eBooks
 - Case Studies (Results oriented)
 - Course Creation

Feature Launch - General Content Strategy

Conversion - Bottom Of the Funnel

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- “Alternative to” Pages
 - Testimonials and/or reviews
 - Comparison Pages

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- Use Case Pages
 - Case Studies (With interviews)
 - Product/Feature Demo Page

Feature Launch - Copywriting Tasks

Example post for Social Media

Want to generate more leads? If you're not using video, you're missing out.

Interactive video funnels are a great way to engage your customers and get higher quality leads and more sales.

See it in action 🙌

{{Video Placeholder}}

Feature Launch - Copywriting Tasks

Example newsletter.

We know you love using TypeForm, but have you ever thought how cool it would be if we leveraged the power of video with the functionality of TypeForm? 🤖

Imagine having one-to-one conversations at scale with your audience that would result in stronger business relationships.

Imagine the impact of personalization for each visitor and the impact on your conversions.

You would have one-to-one conversations... At scale!

Well, we imagined it. We built the software. And we tested it.

And the results are amazing.

Stanley Tate from TateLaw said this:

"Once I implemented VideoAsk, I took my conversion rate from 65% up to about 98%."

Ben Barber from Barber Group Realty said this:

"By using VideoAsk we've saved around 30-40 hours a week by automating our lead qualification, and increased our lead conversion rate to 28%."

If you want to get more qualified leads with video, you can try it today. And FOR FREE.

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