Extension Launch Checklist

ZOHO Cliq

First things first,

Congratulations

You've successfully built an extension and published it in Zoho's Marketplace.

Now's the time to get a solid plan in place and give your extension the best chance of successfully reaching its audience!

We've put together this actionable checklist that'll help you make sure you have everything squared away!

Launch date

Landing Page

Help Documentation

Social Media

Extension Overview Video

Go live on Product Hunt!

Engage with our users

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Launch date

Set a date and time for the launch and communicate with stakeholders.

Landing Page

Landing pages are an important tool to attract new prospects and walk them through the extension. Your landing page can address the pain points, benefits, interests of your target audience.

Help Documentation

Create a help guide and include everything from how to install, set it up and use the extension, FAQs and a troubleshooting document.

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Social Media

Create engaging posts, with good creative images about your extension launch on social media and don't forget to target your audience.

Extension Overview Video

Your extension video should focus on the pain point, the solution your extension provides and demonstrate how easy and powerful it is to use.

Go live on Product Hunt!

Launching on Product Hunt is an excellent way to take your extension to a wider audience.

P.S There are tons of articles on how to launch a product on Product Hunt.

Here's our favorite:

https://blog.producthunt.com/how-to-launch-on-product-hunt-7c1843e06399

Engage with our users

Plan a webinar to walk our users through your extension. To get more audience, go ahead and announce in our User Community with a short write up!

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You're all set! Optimize your launch around this checklist and launch your extension like a pro.

Drop an email to us in case of any queries.
We'd be glad to help you out!

support@zohocliq.com

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