

Marketing Campaign Strategy

FlowMetrics

AI-Powered Analytics for Growing SaaS Teams

Campaign Type	Product Launch
Target	Generate 500 qualified leads in 30 days
Budget	\$5,000/month
Launch Date	February 15, 2025

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Generated by 10x Team | Developed by Team 10x.in

Executive Summary

Product: FlowMetrics - FlowMetrics automatically tracks product usage, identifies churn risks, and generates actionable insights - all without writing a single line of code.

Campaign Goals:

- * Primary: Generate 500 qualified leads in 30 days
- * Secondary: Achieve 50 trial signups
- * Tertiary: Build email list of 2,000 subscribers

Channels:

LinkedIn, Twitter/X, Email, Content Marketing, Paid Ads

Strategy Overview:

This campaign leverages a multi-channel approach combining organic content, targeted outreach, and paid advertising to maximize reach and conversions. The strategy is built around the 10x Team workflow engine for autonomous execution.

Target Audience Analysis

Sarah - SaaS Founder

CEO/Founder at early-stage SaaS

Pain Points:

- Manual analytics
- Churn prediction
- Time constraints

Goals:

- Reduce churn by 20%
- Data-driven decisions
- Save 10+ hrs/week

Preferred Channels: LinkedIn, Twitter, ProductHunt

Mike - Product Manager

PM at growth-stage startup

Pain Points:

- Feature prioritization
- User behavior insights
- Stakeholder reporting

Goals:

- Better product decisions
- Automated reports
- User segmentation

Preferred Channels: LinkedIn, Email, Slack communities

Lisa - Growth Lead

Head of Growth at SaaS

Pain Points:

- Attribution complexity
- Experiment tracking
- Funnel optimization

Goals:

- Clear attribution
- A/B test insights
- Conversion optimization

Preferred Channels: Twitter, LinkedIn, Growth communities

Channel Strategy

LinkedIn - Budget: \$2,000/mo

Tactics: Founder content, Cold outreach, LinkedIn Ads, Group engagement

KPIs: 500 connections, 50 conversations, 20 demos

Twitter/X - Budget: \$500/mo

Tactics: Thread strategy, Engagement pods, Influencer partnerships, Twitter Ads

KPIs: 5K followers, 100K impressions, 500 clicks

Email - Budget: \$500/mo

Tactics: Newsletter launch, Nurture sequences, Cold email campaigns

KPIs: 2K subscribers, 35% open rate, 5% CTR

Content - Budget: \$1,500/mo

Tactics: Blog posts, Case studies, SEO optimization, Guest posts

KPIs: 10K organic visits, 50 backlinks, 100 leads

Paid Ads - Budget: \$500/mo

Tactics: Google Ads, LinkedIn Ads, Retargeting

KPIs: \$20 CPA, 500 clicks, 25 trials

Content Calendar - Week 1

Day	LinkedIn	Twitter	Email	Blog
Mon	Problem post	3 engagement tweets	-	Publish: Why SaaS Churn
Tue	Carousel: 5 Metrics	Thread: Analytics tips	Newsletter #1	-
Wed	Poll: Biggest challenge	5 replies to ICP	-	-
Thu	Case study teaser	Product tip tweet	Nurture email #1	-
Fri	Behind the scenes	Meme/relatable	-	Publish: Case Study
Sat	-	Engagement only	-	-
Sun	Week recap	Thread: Week learnings	-	-

Email Sequences

Welcome Sequence (5 emails)

Timing	Subject Theme	Content Focus
Day 0	Welcome + Quick Win	Introduce product, provide immediate value
Day 2	Feature Spotlight	Highlight key feature with use case
Day 4	Social Proof	Case study or testimonial
Day 7	Advanced Tips	Power user features
Day 10	Conversion Push	Limited-time offer or demo CTA

Nurture Sequence (7 emails over 3 weeks)

Educational content building trust and demonstrating expertise. Topics: Industry trends, best practices, how-to guides, comparison guides.

Metrics & KPIs

Metric	Target	Tracking
Leads Generated	500	CRM + UTM tracking
Trial Signups	50	Product analytics
Email Subscribers	2,000	Email platform
LinkedIn Followers	+500	LinkedIn analytics
Website Traffic	10,000 visits	Google Analytics
Demo Requests	30	Calendar bookings
Cost Per Lead	<\$10	Ad platforms + CRM
Email Open Rate	>35%	Email platform
Trial-to-Paid	>10%	Product analytics

30-Day Launch Timeline

Week	Focus	Key Activities
Week 1	Foundation	Content creation, email setup, ad accounts, landing pages
Week 2	Pre-launch	Waitlist building, influencer outreach, teaser content
Week 3	Launch	Product launch, PR push, paid ads live, email blast
Week 4	Optimization	A/B testing, retargeting, conversion optimization

Campaign Strategy Document

Generated for FlowMetrics Launch

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