



PRODUCT LAUNCH

Generating a go-to-market plan



I'm launching a lawyers marketplace where people needing legal advice and services can find reputed lawyers, read their customer reviews and book appointments with them online. The product will first be rolled out in London, United Kingdom. I need a 10-point tactical go-to-market plan to grow this platform in the next 12 months. For each point, mention what needs to be done, who typically does it & how will it be measured.



1. Conduct market research to identify target audience and key competitors - Typically done by a market research firm or in-house team. Measurement: Understanding of target audience demographics and behaviors, and knowledge of key competitors and their offerings.
2. Develop a strong brand and messaging - Typically done by a branding agency or in-house marketing team. Measurement: Positive brand recognition and perception among target audience.
3. Build a user-friendly and visually appealing website - Typically done by a web development agency or in-house team. Measurement: Website traffic, bounce rate, and user engagement.
4. Optimize website for search engines - Typically done by an SEO agency or in-house team. Measurement: Increased website visibility and search engine rankings.
5. Develop a content marketing strategy to attract and engage target audience - Typically done by a content marketing agency or in-house team. Measurement: Increased website traffic and engagement, and improved brand awareness.
6. Leverage social media to promote the platform and engage with target audience - Typically done by a social media marketing agency or in-house team. Measurement: Increased social media followers and engagement, and improved brand awareness.
7. Implement Google Adwords and Facebook Ads campaigns to drive traffic to the website - Typically done by an SEM agency or in-house team. Measurement: Increased website traffic, conversions and ROI