Go-to-Market Strategy & Launch Plan

Curated Local Events Platform

Go-to-Market Strategy

Market Entry Approach: "Quality-First Density"

Core Philosophy: Build deep market penetration in select cities rather than broad, shallow coverage. Establish platform as the premium choice for quality events before expanding.

Target Market Prioritization

Primary Launch Markets (Year 1)

1. **Austin, TX** - Tech-savvy, event-rich culture, strong local pride

2. **Portland, OR** - Early adopters, community-focused, anti-mainstream sentiment

3. **Boulder, CO** - Educated demographics, outdoor/cultural events, tight community

Selection Criteria:

- Population 200K-1M (manageable curator workload)

- High event density and cultural activity

- Tech-forward demographics

- Strong local identity (reduces reliance on national platforms)

- Presence of local influencers and tastemakers

Secondary Expansion Markets (Year 2)

- Nashville, TN - Music culture, growing tech scene

- Charleston, SC - Tourism + local culture blend

- Asheville, NC - Arts community, event-rich

- Spokane, WA - Mid-size market, community-focused

- Santa Fe, NM - Cultural events, affluent demographics

Customer Acquisition Strategy

Phase 1: Seeding (Months 1-3)

Event Discoverers:

- Partner with 20-30 premium venues per city for exclusive soft launch events

- Recruit 500 "founding members" through personal networks and local partnerships

- Target local Facebook groups, neighborhood apps, and community boards

- Launch referral program with exclusive event access as rewards

Event Creators:

- Direct outreach to 100 high-quality event organizers per city

- Offer 6 months free premium features for early adopters

- Partner with local cultural institutions, galleries, and upscale venues

- Recruit existing Eventbrite power-users frustrated with spam

Phase 2: Growth (Months 4-9)

Viral Mechanisms:

- Instagram Story integration with custom event discovery stickers

- "Hidden gem" content marketing featuring unique local events

- Influencer partnerships with local lifestyle and culture accounts

- User-generated content campaigns (#QualityEventsOnly)

Community Building:

- Monthly "Platform Mixer" events for users and creators

- Event photography contests with local business prizes

- "Event of the Month" features highlighting exceptional experiences

- Local newsletter with curated weekend recommendations

Phase 3: Scaling (Months 10-12)

Partnerships:

- Corporate employee engagement programs (Austin tech companies)

- Tourism board partnerships for visitor event discovery

- Local media partnerships for event coverage and promotion

- Integration with hotel concierge services

Detailed Launch Plan

Pre-Launch Phase (Months -3 to 0)

Technology Development (-3 to -1 months)

- MVP development: Core event posting, discovery, and curation features
- Beta testing with 50 local users per market
- Integration testing with social platforms and payment processors
- Load testing and security audits

Market Preparation (-2 to -1 months)

- Hire and train local curators (2 per city, part-time)
- Establish partnerships with 10 key venues per city
- Build initial event inventory (100+ pre-approved events)
- Set up local social media accounts and community management

Soft Launch (Month 0)

- Invite-only access for 200 founding members per city
- Host launch parties in each market (co-hosted with premium venues)
- Press outreach to local tech and culture media
- Influencer seeding with local tastemakers

Launch Phase (Months 1-6)

Month 1: Public Launch

Week 1-2: Announcement

- Press release to local and tech media
- Launch campaign: "The Anti-Facebook Events"
- Social media countdown with sneak peeks of curated events
- Founding member exclusive events

Week 3-4: User Acquisition Push

- Instagram and Facebook advertising in target demographics
- Content marketing: "Best Events You've Never Heard Of"
- Referral program activation
- Local podcast and blog interviews

Months 2-3: Community Building

- Weekly featured event spotlights

- User success stories and testimonials

- Community feedback integration and product iteration

- First "Platform Mixer" networking events

Months 4-6: Optimization

- A/B testing on key user flows and features

- Advanced personalization rollout

- Premium feature launches (analytics, promoted events)

- Expansion planning for secondary markets

Growth Phase (Months 7-12)

Revenue Acceleration

- Premium listing sales campaign for event creators

- Subscription tier rollout with advanced analytics

- Corporate partnership program launch

- Data insights product development

Market Leadership

- Competitive feature releases

- Premium venue exclusivity agreements

- Local media partnerships for event coverage

- Tourism and visitor acquisition focus

Market Comparison Analysis

Competitive Landscape

Direct Competitors

Facebook Events

- **Strengths**: Massive user base, social integration, free to use

- **Weaknesses**: Algorithm changes, spam/low-quality events, declining organic reach

- **Market Position**: Dominant but declining relevance

- **Our Advantage**: Quality curation, community focus, spam-free experience

Eventbrite

- **Strengths**: Ticketing infrastructure, event management tools, established creator base

- **Weaknesses**: Discovery challenges, no quality control, corporate feel

- **Market Position**: Leading ticketing platform, weak on discovery

- **Our Advantage**: Superior discovery experience, community quality control

Meetup

- **Strengths**: Community building, recurring events, group management

- **Weaknesses**: Dated interface, subscription model barriers, limited event types

- **Market Position**: Strong for recurring groups, weak for one-off events

- **Our Advantage**: Modern UX, broader event types, visual-first discovery

Indirect Competitors

Local Event Blogs/Sites

- **Examples**: Do512 (Austin), Portland Mercury, Westword (Denver)

- **Strengths**: Local expertise, editorial voice, community trust

- **Weaknesses**: Limited interactivity, manual curation bottlenecks

- **Our Position**: Combine editorial quality with platform scalability

Instagram/Social Discovery

- **Strengths**: Visual appeal, social proof, hashtag discovery

- **Weaknesses**: No structured event information, poor planning tools

- **Our Position**: Instagram-quality visuals with structured event data

Competitive Positioning

Value Proposition Matrix

Platform	Quality Control	Discovery Experience	Social Integration	Creator Tools
Our Platform	★★★★★	★★★★★	★★★★☆	★★★★☆
Facebook Events	★☆☆☆☆	★★☆☆☆	★★★★★	★★☆☆☆
Eventbrite	★★☆☆☆	★★☆☆☆	★★☆☆☆	★★★★★
Meetup	★★★☆☆	★★☆☆☆	★★☆☆☆	★★★☆☆

Differentiation Strategy

"The Premium Events Platform"

- Position as the "curated marketplace" vs. the "everything marketplace"

- Emphasize community quality over quantity

- Premium pricing reflects premium experience

- Target quality-conscious users willing to pay for curation

Market Size Analysis

Total Addressable Market (TAM)

- US local events market: ~$50B annually

- Digital event discovery/ticketing: ~$2B annually

- Target demographic events spending: ~$500M annually

Serviceable Available Market (SAM)

- Premium/curated events in target cities: ~$50M annually

- Quality-focused event discovery platforms: ~$10M annually

Serviceable Obtainable Market (SOM)

- 3-year realistic capture in launch markets: ~$2M annually

- 5-year potential with 15-20 markets: ~$15M annually

Revenue Opportunity Comparison

Platform Commission Comparison

- **Eventbrite**: 2.9% + $0.99 per ticket

- **Facebook**: Free (monetizes through advertising)

- **Meetup**: $14.99-$44.99/month subscription

- **Our Platform**: 3-5% commission + premium features

Creator Economics

- **Problem**: Existing platforms offer poor ROI for quality creators

- **Opportunity**: Premium audience willing to pay higher ticket prices

- **Solution**: Lower total cost through better conversion rates

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Launch Metrics & Success Criteria

Month 1-3 Targets

- **Austin**: 2,000 registered users, 500 monthly active, 200 events posted

- **Portland**: 1,500 registered users, 400 monthly active, 150 events posted

- **Boulder**: 1,000 registered users, 300 monthly active, 100 events posted

Month 6 Success Metrics

- Combined: 8,000 registered users, 2,500 monthly active

- 60% event approval rate (maintaining quality standards)

- Average event rating >4.2/5

- 30% repeat attendance rate

- $25K monthly recurring revenue

Year 1 Targets

- 25,000 total registered users across 3 markets

- 8,000 monthly active users

- 5,000 events posted annually

- $150K total revenue

- Market leadership position in all 3 launch cities

This comprehensive go-to-market strategy provides a roadmap for launching your curated events platform with a focus on quality over quantity, community building, and sustainable growth in carefully selected markets.