A robust and data-driven GTM Strategy for TradeX

TRADE X

Submission Round: **2**
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About TradeX:

TradeX is a prediction market platform allowing users to trade on the outcome of future events that affect their everyday lives. Users can buy and sell event contracts representing possible outcomes, earning profits if their predictions are correct.
The world's most simplified derivative exchange, where you can trade on yes or no (whether an event will happen).

TradeX allows people to trade on what matters to them. Examples: Climate change, transportation, currencies, GDP, omicron cases, inflation rate, movie launch, next president & much more.

USP: Allowing people to trade on what they know rather than studying company financials or worrying about market conditions. We are making opinions investable.

MOTO: What do you do with your opinion? Believe in it.

Product Overview
- TradeX offers an online marketplace for users to discover, analyse, predict, and trade on events in various categories like finance, politics, entertainment, and more.
- The mobile app allows users to trade on-the-go through their phone.

Value Proposition
- Instant-match, Time-Bound, and YouTube Range event markets
- Profit potential from correct predictions

- Leverages the wisdom of the crowds

Problem statement :

TradeX has developed its prediction market platform and is preparing to launch it commercially. The task is to frame an effective go-to-market (GTM) strategy for TradeX. The goal is to develop an innovative growth strategy for TradeX that drives rapid organic adoption and creates a sustainable competitive advantage.

Breaking down the problem:

1. Low Market Traction:
- **Issue**: TradeX has not gained significant market traction as a new entrant against established players.
- **Impact**: This can slow down user acquisition and prevent achieving growth goals.
- **Focus**: Drive viral growth by leveraging network effects

2. Communication Gap on USPs:
- **Issue**: TradeX's unique value propositions must be communicated more effectively.
- **Impact**: Reduced ability to differentiate and convert visitors into registered users.
- **Focus**: Strongly convey its differentiation to stand out

3. Market Competition:
- **Issue**: Competing prediction market platforms with first/fast mover advantage exist.
- **Impact**: It is challenging for TradeX to take market share against rivals.
- **Focus**: Adopt lower-cost acquisition channels

4. Skepticism on Launch Success:
- **Issue**: Stakeholders need clarification on TradeX's mainstream launch success.
- **Impact**: Lack of alignment on GTM strategy and inadequate commitment to execution.
- **Focus**: Prove out initial traction to build internal confidence

GTM Strategy: Pre-Launch, Launch Day and Post-Launch

Objectives:

- Onboard 100,000 new users in the first year
- Achieve 100% organic user growth month-over-month

- Reach $5 million in transaction volume by end of year 1
- Build a community-driven ecosystem and referral program

Channels to Reach Potential Customers:

- Crypto forums (Bitcointalk, Reddit)
- Prediction market communities (Metaculus, Good Judgment Open)
- Gaming and betting forums (2+2, covers.com)
- Finance and investing blogs/groups
- Relevant Twitter and Telegram channels

GTM - Pre-Launch:

SEO Optimisation: SEO helps startups grow their business and compete in the online marketplace through increased visibility, organic traffic, and enhanced user experience, thus attracting customers, building brand credibility, and achieving their growth objectives.

Since the SEO of TradeX is unoptimised, here are some steps TradeX can take to optimise SEO in the 30 days before launch:

On-Page Optimization

- Ensure the website and app have keywords naturally integrated into page titles, headers, content, alt text, etc.
- Include keywords in the domain name/URLs to signal relevance.
- Optimise search engine crawling page load speed, navigation, and technical elements.
- Create unique meta descriptions for each page that compels clicking.
- Structure data using schema markup for rich indexing.

Content Development

- Publish blog posts and long-form articles targeting relevant searcher intents and topics.
- Produce guides, ebooks, and visual assets to provide value and capture searches.
- Get co-hosted guest posts on crypto/prediction market websites to gain backlinks.

Technical Optimization

- Ensure site architecture enables indexing of all important pages.

- Implement sitemaps XML and robots.txt for discoverability.
- Set up analytics and Search Console to gather data and insights.
- Fix any crawling errors or broken links indicated in the Search Console.

Authority Building

- Build high-quality backlinks from relevant websites to boost domain authority.
- Identify and rectify any penalties for toxic backlinks hurting rankings.
- Publish the app on the app store to gain indexed pages and credibility signals.

Monitoring and Analysis

- Track keyword ranks, traffic, and leads month-over-month.
- Conduct ongoing SEO audits to identify issues proactively.
- Monitor conversions by source/medium to optimise efforts.

30 Days Before Launch:

- Build teasers for launch, and start engaging crypto communities.
- Develop referral program mechanics and incentives:
  - Customers acquired through **referrals** have a **37%** higher retention rate.
  - **Airbnb** = Referrals increased bookings by over **25%** in some markets.
  - **Paypal** = saw **10%** growth per day during the heyday of this program, growing from 1 million to 5 million customers in months.
  - **Dropbox** = Referral program grew its registered user base between **5.25% – and 9.76%**.
- Identify 20 crypto influencers for organic outreach
- Finalise launch video script and start production

20 Days Before Launch:

- Start posting launch teasers and hints on social media
- Brief influencers identified on TradeX's value props for organic sharing
- Set up the Telegram community and onboard critical crypto group admins:
  - **Telegram** has a **20%** average **view rate**, Instagram has a 3% average outreach rate, and Facebook has a 4% average outreach rate.
  - Potential to generate revenue through advertising or promotions.
  - Potential to build a loyal and engaged community.
  - Malta-based cryptocurrency exchange OKEx says - 'Telegram gathers more crypto-specific and blockchain community members as compared to other

messaging platforms'.

15 Days Before Launch:

- Publish blog content highlighting TraderX's backstory and team:
  - Companies that use blogging as part of their primary marketing strategy generate almost **67%** more leads than a business that don't have a blog
  - Blogging helps you get **organic** search traffic toward your website with higher chances of conversion, as the incoming traffic is not just any traffic; it is **relevant niche traffic**.
- Email select prediction market enthusiasts for beta access
  - Building advocates: A McKinsey study found that early-access customers have referral rates over **50%** higher compared to non-early-access users.
  - Generating **organic buzz**: Products that conduct **beta testing** see **66%** more organic social mentions than no beta test, according to an AppSumo report.
  - Testing and refinement: **75%** of beta testers identify significant bugs, and **77%** provide functionality improvement ideas per Startup Genome.
- Complete the launch video and start building social buzz.

10 Days Before Launch:

- Activate a referral program for beta users to start inviting friends
- Seed initial liquidity and test core platform functionalities
- Confirm partnerships for cross-promotion

5 Days Before Launch:

- Host live AMA on Telegram to generate excitement
- Share beta user testimonials and reviews
- Run final checks on platform and infrastructure

1 Day Before Launch:

- Email subscribers with 24-hour countdown, leftover beta invites
- Brief all social channels and brand advocates on launch plans
- Prepare for launch surge - optimise servers, CDNs, etc.

Launch Day:

1. **Product Unveiling**: To generate excitement, a polished marketing video highlighting TradeX's key features and user benefits is produced and shared across social media channels and communities.

2. **Product Showcase**: A live platform demonstration is conducted via Twitter Spaces or Clubhouse, with our founder narrating and showcasing main functionalities to build trust.

3. **Limited-Time Offers**: The first 1000 users get free trades for 30 days to incentivise immediate adoption and activation.

4. **Leverage Competitor's User Base**: Target unsatisfied competing platform users through communities and influencers—and offer joining incentives.

5. **Launch Video**: A high-quality video focuses on our origin story, product tour, user testimonials and value propositions for broader reach.

6. **Live Presentation**: A launch party is hosted on Discord with influencer guests to interact with the community and build momentum.

7. **Multi-Channel Download Options**: TradeX apps are available for download across iOS, Android, and desktop to make onboarding frictionless.

8. **Limited-Time Offers**: Special discounted pricing packages are offered for early users to incentivise transactions.

9. **Interactive Booths**: TradeX booths are set up at initial crypto conferences and events for hands-on engagement.

Post-Launch:

1. **Customer Feedback and Improvement**: Multiple feedback channels like in-app surveys, emails, and chatbots are leveraged to gather user insights and rapidly incorporate enhancements.

2. **Referral Programs**: Attractive incentives are offered to bring in new users through shareable links and promo codes to sustain viral growth.

3. **Customer Support and Engagement**: Comprehensive self-serve resources and 24/7 community support are provided to resolve user issues and boost satisfaction.

4. **Campaign Effectiveness Analysis:** Key metrics around registrations, activations, referrals, and retention are tracked in a dashboard to measure the effectiveness of initiatives.

New User Acquisition Strategy:

1**. Community Initiatives**: Ongoing programs like tournaments, leaderboards, and social media interactions are conducted to foster engaged communities.

2. **Content Marketing:** Educational and experiential content is created across mediums like long-form blogs, videos, and podcasts to attract and retain users without paid promotion.

3. **Partnerships:** To expand reach, cross-promotion partnerships formed with synergistic platforms in crypto, gaming, and daily fantasy sports.

4. **Nano/Micro-Influencers**: Equip niche influencers to be brand advocates and create word-of-mouth growth.

North Star Metric: Month-over-month organic user growth rate

Additional Considerations: Compliance, security, UX, technical stability

Key Metrics: Registrations, DAUs/MAUs, user activity ratios, referral rates

Potential Pitfalls:

- Platform bugs, incentive abuse, unclear regulations
- Getting initial traction and critical mass
- Maintaining engagement as the community scales
- Preventing misuse of referral program

Mitigations:

- Extensive pre-launch and ongoing testing, policy enforcement, legal guidance
- Focus on delivering core value proposition
- Decentralize community management
- Limit referral exploits through KYC, audits