Product Space

ReachifyMe

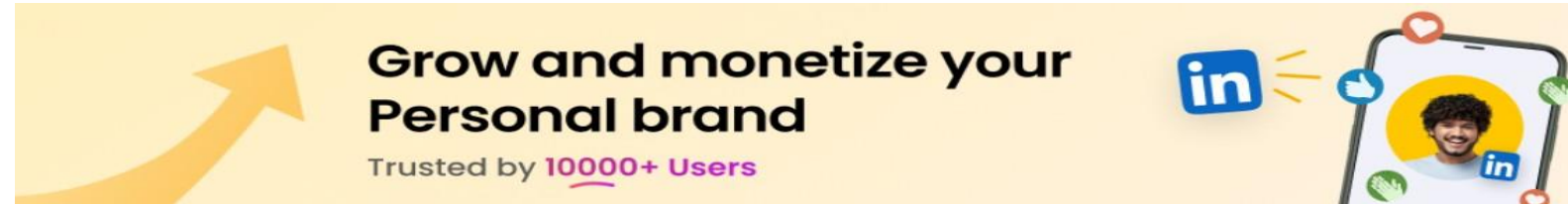Grow and monetize your **Personal brand**
Trusted by **10000+ Users**

About ReachifyMe – ReachifyMe is an AI-powered platform designed to assist early-stage startups and Micro SMEs by providing innovative tools to generate engaging LinkedIn content, including posts, carousels, and images, based on user-defined prompts, trending topics, and a deep understanding of the SME's unique profile.

The founders of ReachifyMe are _Devesh Prajapat_ and _Man Mohit Verma_.

Service it Provides - A tool that generates LinkedIn post ideas and content, tailored to specific industries and user preferences, to facilitate personal branding and engagement on LinkedIn. Provides limitless LinkedIn post ideas on trending topics within the user's industry, allowing mostly for quick content creation.

10k+
Active Users

130k+
Posts Generated

2Mn+
Impressions

Product Space

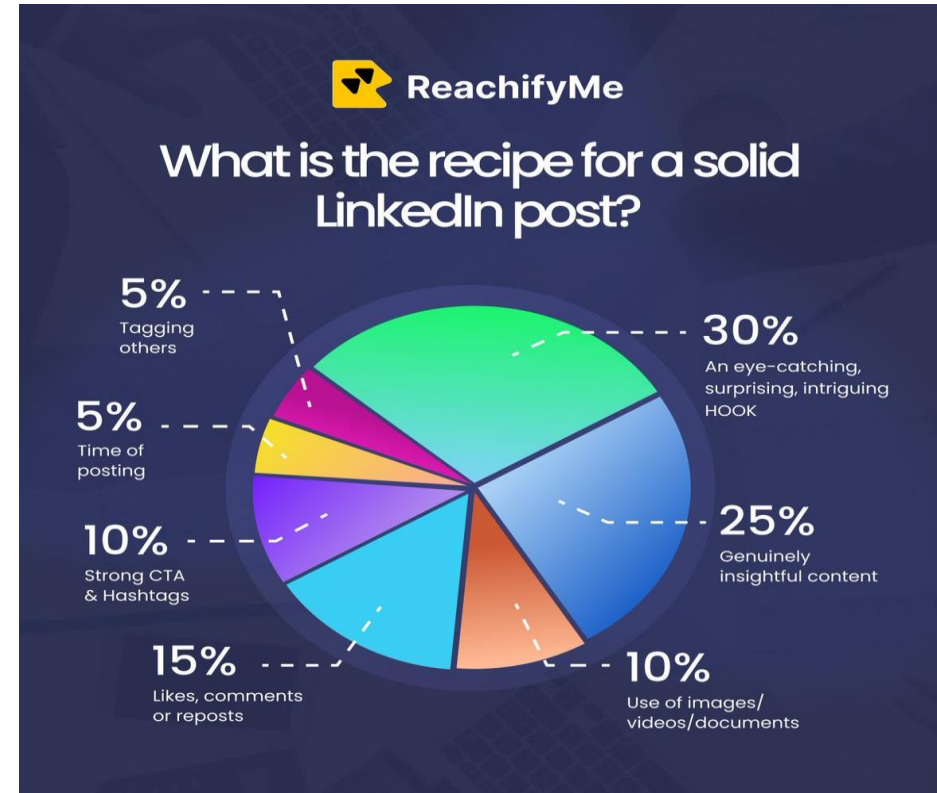## Boost your personal brand and make a LinkedIn generating machine.

Content Ideation:
- Researches industry topics.
- Compiles trends and top-performing ideas aligned with brand goals

Content Creation:
- Generates tailored content for each platform.
- Aligns content with brand tone.

Editing Assistance:
- Provides optimization suggestions.
- Bases suggestions on performance data

ReachifyMe

What is the recipe for a solid LinkedIn post?

- **5%** Tagging others
- **5%** Time of posting
- **10%** Strong CTA & Hashtags
- **15%** Likes, comments or reposts
- **30%** An eye-catching, surprising, intriguing HOOK
- **25%** Genuinely insightful content
- **10%** Use of images/videos/documents

Key Metrics:

1. Monthly Visit – *Traffic Volume*   2.Customer Satisfaction – *Net Promoter Score (NPS)*

Product Space

Expand Reach and Increase User Acquisition of The Platform

Context: ReachifyMe is an AI-powered platform designed to assist early-stage startups and Micro SMEs by providing innovative tools to generate engaging LinkedIn content, including posts, carousels, and images, based on user-defined prompts, trending topics, and a deep understanding of the SME's unique profile.

Within 3 months it has managed to garner 4k free users (who are using and/or have used the 7 days Free Trial) + 200 Paid Accounts at Annual booking of Rs 7500 in Indian Market. After achieving significant progress, we plan to scale the platform with a high-powered GTM strategy with a strong focus on user acquisition.

Challenge: *Create a cost-efficient GTM strategy for ReachifyMe to expand into the US, secure 100 paid users in the first month*

As a growth product manager, your role is to craft a high-impact Go-To-Market (GTM) strategy that:

1. Targets Micro SMBs and Solopreneurs who still need to start using ReachifyMe for LinkedIn content management.
2. Secures the first 100 paid users in the US market within the first month of launch
3. Prioritizes ROI-driven channels over high-investment marketing campaigns
4. Adopts a revenue-focused approach rather than long-term brand-building efforts
5. Pricing for US markets will be around $14/month and $149/year

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Market Research:

Market Research *(For US Market)*		
S.No.	**Description**	**Platform's Considered**
1	**Ad Targeting**	Nielsen, GWI, and Comscore for media and ad strategies.
2	**Competitive Advantage**	GfK, Gartner, and Forrester for market differentiation.
3	**Product Development**	Suzy, Kantar, and Ipsos for refining product strategies.
4	**Real-Time Insights**	Lucy, Morning Consult, and Toluna for agile decision-making

Specialism to consider above Platforms:

➢ AI-driven real-time insights through surveys and focus groups (Suzy).

➢ Business intelligence and market trends analysis (Bixa).

➢ AI-powered predictive analytics and large dataset analysis (Lucy).

➢ Media performance and ROI-driven digital audience insights (ComScore).

➢ AI-powered psychographic and behavioural consumer insights (Resonate).

Market Research : OUTCOMES

MARKET NEEDS

➢ Approximately 40% of U.S. SMEs identified attracting customers as a primary challenge.

➢ About 21% of total small businesses reported that their most significant problem was finding skilled professionals with impactful content creation capabilities.

MARKET DYNAMICS

➢ The U.S. digital content creation market was valued at approximately USD 5.82 billion in 2023 and growth expected to reach USD 12.28 billion by 2030, with CAGR of 11.3%.

➢ Generative AI in Content Creation Market Size Valued at USD 11.6 billion in 2023 and growth projected to expand to USD 175.3 billion by 2033, with a CAGR of 31.2%.

EFFECTIVENESS

➢ Marketers employing AI report an average ROI increase of 70%, indicating the effectiveness of AI tools in enhancing marketing outcomes.

➢ Organizations that prioritize content marketing experience 7.8 times more site traffic than those that do not, underscoring the strategy's impact on audience engagement.

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COMPETITOR ANALYSIS :

Competitive Player's

➢ Jasper AI
➢ Copy.ai
➢ Writesonic
➢ Frase
➢ Anyword
➢ Rytr
➢ LongShot AI
➢ Peppertype.ai
➢ Descript

anyword

descript

frase

LONGSHOT

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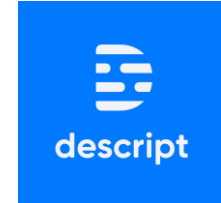
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No.	App Name	Features	Plan Pricing	Market Share / Position
1	Jasper AI	Versatile AI writing with 50+ templates, SEO integration; supports web, iOS, Android.	$49–$69/month, free plan available	One of the leading AI content tools globally.
2	Copy.ai	Affordable, ideal for beginners; pre-built templates for social media and marketing copy.	Free trial, starts at $36/month	Popular among startups and SMEs.
3	Writesonic	Generates marketing copy (short and long form); accessible via web platform.	$45/month, free trial	Strong contender in the SME segment.
4	Frase	Research and optimization focus; provides SERP analysis for improved content relevance.	$39.99–$114.99/month	Well-known in the content optimization niche.
5	Anyword	Enhances audience engagement with engagement scoring and targeted content.	Starts at $83/month	Preferred by marketers for ad and social media content.
6	Rytr	AI-based writing assistant offering a range of templates for content types.	Free plan; Premium at $9/month	Adopted by freelancers and small businesses.
7	LongShot AI	Focuses on fact-checked content generation with research capabilities; ideal for long-form content.	Plans starting at $29/month	Gaining traction among content marketers.
8	Peppertype.ai	Provides quick content generation with a user-friendly interface; supports multiple formats.	Starting at $25/month	Popular among startups for rapid content needs.
9	Descript	AI-powered video and audio editing with text-based editing features; suitable for multimedia content creators.	Free plan; Pro at $15/month	Recognized in the podcasting and video editing community.

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User Persona & Pain Points:

No.	Name	Location	Profession	Pain Point
1	Lalit Kumar	Delhi	Marketing	The app requests too many permissions during installation, raising privacy concerns.
2	Siddhi Gupta	Varanasi	E-commerce - PR	Concerns about how scalable ReachifyMe's content is compared to LinkedIn Premium.
3	Mohit Gussain	Uttarakhand	Analyst	Users face difficulties linking LinkedIn to ReachifyMe due to forgotten passwords and the absence of a Google login option.
4	Abhishek Shukla	USA	Business Consultant	Users experience errors like installation failures or crashes.
5	Aayush Pandey	Bangalore	Product Manager	The app requests too many permissions during installation, raising privacy concerns.
6	Priyanka Pathak	Bangalore	AI Consultant	Users want ReachifyMe to seek explicit approval before taking actions on their behalf.
7	Rashmi Singh	Mumbai	Entrepreneur	Users experience errors like installation failures or crashes.
8	Rajat Chhabra	Chandigarh	Fintech Sector	Users want ReachifyMe to seek explicit approval before taking actions on their behalf.
9	Shefali Gupta	Pune	HR	The app requests too many permissions during installation, raising privacy concerns.

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Pain Points Consolidation & Solution:

S.No.	Pain Point	Solution
1	Privacy Concerns	Minimize initial permission requests to essentials and explain why specific permissions are needed.
		Provide clear, simple explanations for permissions.
2	Errors (Installation Failures/Crashes)	Test the app thoroughly across devices before release.
		Regularly update the app to fix compatibility and bugs.
3	LinkedIn Linking Difficulties	Integrate Google and email login options, and enable login with other platforms like Facebook/Twitter.
		Add LinkedIn password recovery guidance and a help pop-up for failed LinkedIn connections.
		Allow skipping LinkedIn during onboarding and setting it up later.
4	Need for Demo	Interactive in-app walkthrough.
		Create short video tutorials accessible from onboarding or help center.
		Include live chat or FAQs for additional support.
5	High Operational Costs	Automate email campaigns, notifications, and recommendations using ChatGPT.
		Periodically evaluate cost-benefit to ensure value from AI usage.
6	Trust Issues	Introduce confirmation pop-ups for user actions requiring approval.
		Clearly communicate permissions during onboarding or before taking actions.
		Provide an activity log for users to review or undo actions.
7	Content Scalability	Expand content to include niche areas like industry-specific learning, webinars, and curated job recommendations.
		Encourage user-generated content for organic growth.
		Collaborate with industry leaders for exclusive, scalable content.

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Pain Points (Prioritization)

S.No.	Pain Point	Must Have	Should Have	Could Have	Won't Have
1	Minimize initial permission requests to essentials and explain why specific permissions are needed.	☑			
2	Provide clear, simple explanations for permissions.	☑			
3	Test the app thoroughly across devices before release.	☑			
4	Regularly update the app to fix compatibility and bugs.	☑			
5	Integrate Google and email login options, and enable login with other platforms like Facebook/Twitter.	☑			
6	Add LinkedIn password recovery guidance and a help pop-up for failed LinkedIn connections.	☑			
7	Allow skipping LinkedIn during onboarding and setting it up later.		☑		
8	Interactive in-app walkthrough.	☑			
9	Create short video tutorials accessible from onboarding or help center.		☑		
10	Include live chat or FAQs for additional support.		☑		

Pain Points (Prioritization)

S.No.	Pain Point	Must Have	Should Have	Could Have	Won't Have
11	Automate email campaigns, notifications, and recommendations using ChatGPT.	☑			
12	Periodically evaluate cost-benefit to ensure value from AI usage.		☑		
13	Introduce confirmation pop-ups for user actions requiring approval.	☑			
14	Clearly communicate permissions during onboarding or before taking actions.	☑			
15	Provide an activity log for users to review or undo actions.		☑		
16	Expand content to include niche areas like industry-specific learning, webinars, and curated job recommendations.		☑		
17	Encourage user-generated content for organic growth.	☑			
18	Collaborate with industry leaders for exclusive, scalable content.		☑		

Product Space

GTM Strategy:

A. External Market Plan:

➢ **Target Audience**: Conduct targeted polls using LinkedIn and SparkToro to understand micro SMEs and solopreneurs' behavior in industries such as design, digital marketing, coaching, e-commerce, and content creation. Example: Analyze small e-commerce business owners' interactions with LinkedIn content to determine which types of posts (carousel, video) resonate most.
   - **Metrics**: Identify high-engagement niches and track platform adoption trends.

➢ **Customer Preferences**: Evaluate post types' performance (carousel, video, or text) and analyze solopreneurs' posting frequency. Example: Track how often a healthcare coach posts on LinkedIn and assess the time they spend creating content.
   - **Metrics**: Weekly posting frequency, average time spent on content creation.

➢ **Competitive Analysis**: Study pricing benchmarks and feature gaps of competitors like Canva, Buffer, and Hootsuite. Review localized campaigns and user feedback using platforms like G2 and Trustpilot. Example: Compare Buffer's social media scheduling capabilities with ReachifyMe's LinkedIn-specific scheduling and insights.
   - **Metrics**: Identify pricing gaps and unique features.

B. Product Value Proposition:

➢ **Solving Problems**: Offer smart scheduling tools and LinkedIn-specific competitive insights for content repurposing. Example: Provide solopreneurs with automated insights on the best times to post and repurpose their blog content into LinkedIn carousels.
   - **Metrics**: Reduction in scheduling conflicts, improved visibility metrics.

➢ **Meeting Needs**: Conduct beta testing in sectors like healthcare coaching and digital marketing. Example: Run a pilot program for 50 solopreneurs, offering personalized feedback on their experience.
   - **Metrics**: Retention rates after beta testing.

GTM Strategy:

C. Effective Marketing Plan:

➢ **Promoting the Product**: Run LinkedIn campaigns with sponsored posts targeting solopreneurs. Collaborate with niche influencers and host webinars titled "AI for LinkedIn Growth." Example: Partner with a LinkedIn influencer specializing in personal branding to promote ReachifyMe.
  • **Metrics**: Conversion rates from webinars, influencer collaboration reach.

➢ **Engaging Content**: Create LinkedIn carousel demos, short how-to videos, and blogs comparing ReachifyMe.   **Metrics**: Blog traffic, social shares, engagement rates.

D. Sales Strategy:

➢ **Sales Enablement**: Provide sales teams with competitive feature comparisons and CRM insights on LinkedIn behaviors. Example: Equip teams with data showing how ReachifyMe saves 80% more time than Canva in LinkedIn-specific content workflows.
  • **Metrics**: Lead-to-conversion ratios.

➢ **Training**: Train sales teams to address common objections about ROI and usability. Example: Conduct mock sales pitches to resolve objections like "How does this compare to my current tool?"
  • **Metrics**: Win rates post-training.

➢ **Selling Guides**: Create an FAQ document addressing common questions like "How does ReachifyMe improve solopreneur productivity?"
  • **Metrics**: Sales channels.

GTM Strategy:

E. Financial Metrics:

➢ **Revenue Goals**: Target 100 paid users in the first month with pricing set at $22/month or $264/year.
  - **Metrics**: Monthly revenue growth.

Pricing Strategy:

1. Freemium Model

•**Description**: Offer basic features for free and charge for premium features like LinkedIn integrations.
•**Objective**: Attract a broad user base initially and upsell advanced features.
•**Example**: Free users can create up to 5 posts/month; premium plans start at $14/month.

2. Competitive Price Model:

•**Description**: Offer price slightly below competitors to establish a competitive edge against the peer.
•**Objective**: Capture price-sensitive users and drive early adoption.
•**Example**: Offer pricing at $22/month compared to a competitor's $30/month on average for similar features.

➢ **Budget Allocation**: Allocate 50% to LinkedIn Ads, 20% to webinars, 20% to influencer collaborations & 10% to Business Conferences.
  - **Metrics**: Cost-per-acquisition (CPA), ROI per channel.

GTM Strategy For ReachifyMe: TAM, SAM, SOM Approach

1. **Total Addressable Market (TAM):** The total potential users for AI-driven content creation tools in the U.S.
➤ Market Size: **33 million** small businesses, with 23 million engaged in digital marketing or content creation.

2. **Serviceable Addressable Market (SAM):** ReachifyMe can serve in the U.S., focusing on LinkedIn-specific tools.
➤ Market Size: **6 million** users, including freelancers, marketers, and social media managers.

3. **Serviceable Obtainable Market (SOM):** Portion of SAM ReachifyMe can capture in year one.
➤ Market Size: **1 million** users, distributed as (400,000 solopreneurs, 350,000 SMEs, 250,000 content professionals.)

Strategic Actions: Marketing Strategy

- TAM Approach:
  - Build awareness via webinars and influencer collaborations.
  - Create content for solopreneurs and SMEs leveraging LinkedIn.

- SAM Focus:
  - Launch LinkedIn Ads for small businesses.
  - Host industry-specific webinars (e.g., "AI for Coaches").

- SOM Tactics:
  - Use referral programs to onboard 5,000 users in year one.
  - Run personalized LinkedIn campaigns targeting metropolitan areas.

THIS TAM-SAM-SOM GTM STRATEGY FOCUSES ON MEASURABLE GROWTH IN USER ADOPTION AND RETENTION WITHIN THE COMPETITIVE U.S. MARKET.

Success Metrics

1.Monthly Visit – *Traffic Volume* **:** Tracks user interest and app visibility; aim for 10,000 monthly visits initially to ensure adequate conversion opportunities.

2. Customer Acquisition - *Monthly Active Subscriptions :* Measures app adoption; target 100 paid subscriptions in the first month for sustainable growth.

3. Customer Satisfaction – *Net Promoter Score (NPS) :* Gauges user loyalty; maintain an NPS of 70+ to ensure high satisfaction and retention rates.

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Thank You

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