

REACHIFYME.AI

YOUR PERSONALIZED AI AGENT-POWERED SOCIAL MEDIA MARKETING TEAM



Two Truths and a Problem with Social Media

1

Social Media, one of the most preferred mechanisms for individual entrepreneurs & medium to large business owners to drive - **growth, visibility** and unlock new **revenue** like never before.

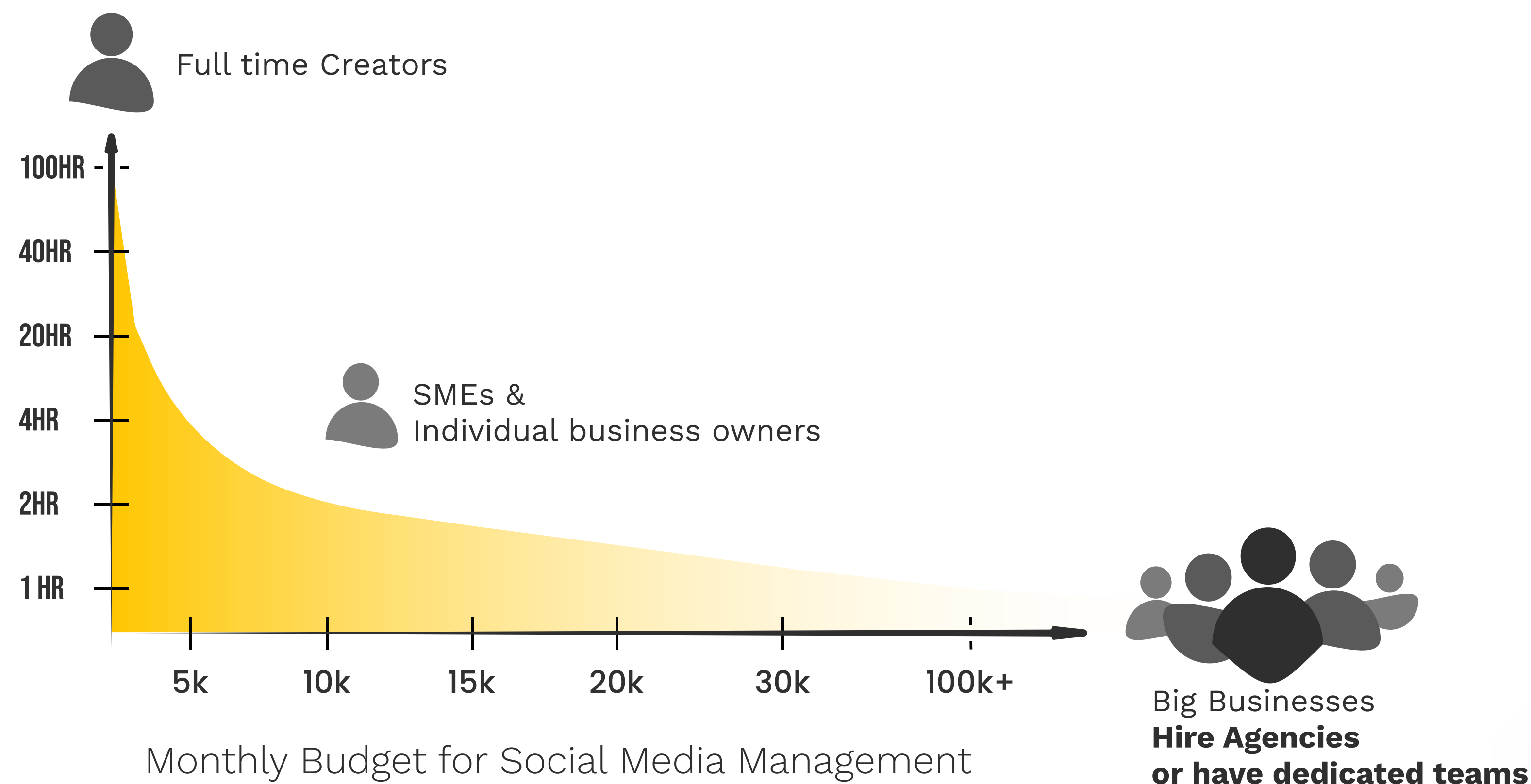
2

Growing & managing social media is either for those who have lot of **TIME** or **MONEY**.



Growing & Managing social media

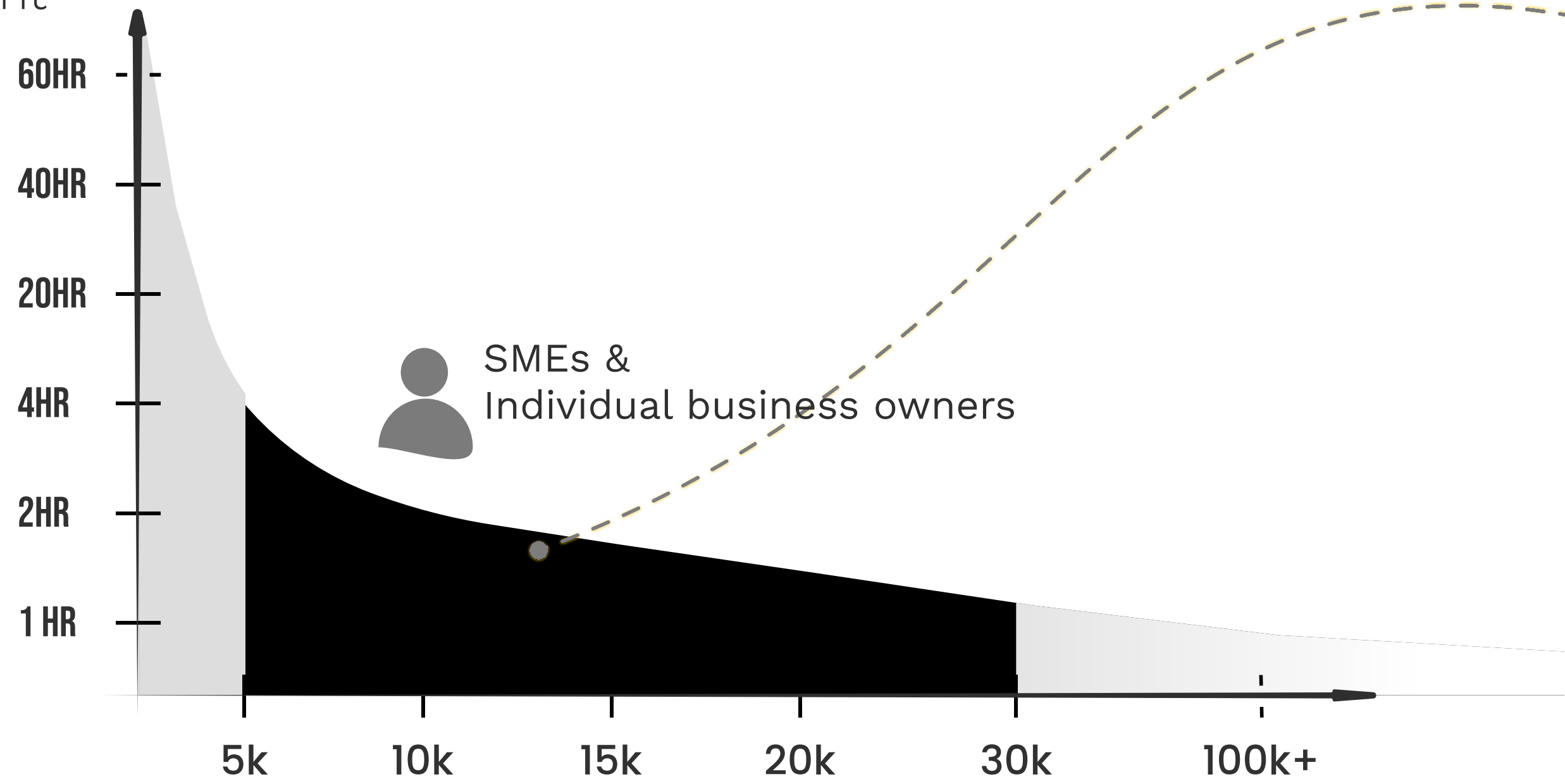
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Key Insight

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Monthly Time Commitment for Social Media by owners



Monthly Budget for Social Media Management

SMEs & Individual business owners

Key insights:

- This set of user cannot go to agencies as the charges are out of budget.
- Neither they can do it by themselves, as it's time consuming.

“They need a platform which can solve for there time and optimal budget”

Market Insights & Challenges

Market has faced challenges from a content creation perspective, specifically around tailoring content for each social media platform.

Feature prioritization :
for Small & Big business

Current solution in market
are for bottom half of the
problem

Existing tools largely focus
on collaboration &
channel management that
are problem for big
businesses

Feature	SMEs	Big business
Content Ideation	Critical Hurdle	Handled Marketing team/agency
Content creation	Critical Hurdle	Handled Marketing team/agency
AI Editor & Formatting	Critical Hurdle	Handled Marketing team/agency
Attachments & Media creation	Critical Hurdle	Handled Marketing team/agency
Repurposing content	Critical Hurdle	Handled Marketing team/agency
Insight Driven Analytics	Critical Hurdle	Critical Hurdle
Scheduling & Publishing	Critical Hurdle	Critical Hurdle
Collaboration tools	Non-Essential	Critical Hurdle
Employee Advocacy	Non-Essential	Critical Hurdle
Social advertising	Desirable Feature	Critical Hurdle
Social media listening	Desirable Feature	Critical Hurdle

Our Market Strategy



→ Initially target SMEs

- With the advent of generative AI, **the small business segment is opening up.**
- ReachifyMe aims to capture this market by addressing the unique content creation and management needs that small businesses face.



→ After gaining traction with small businesses, ReachifyMe plans to enter the big business market.

Solving the content creation challenges for smaller businesses will allow ReachifyMe to eventually reduce the dependency on human labor, **leading to cost saving for big businesses as well.**

Current Numbers - India

PAID users

Signed up users

MAU

- Content creations time has gone down from 2hours/content to 5mins/content.
- Frequency of posting for our users have gone up by 10X.
- We achieved **300+ paid users**. Mixed of yearly(75000INR) and monthly(700INR) subscriptions
- In last 4 months we have done 12+ Lakh of revenue within India

Platform Metris

- Posts/User/Week : 4.5 for paid users
- Conversion numbers (Free trial to paid users) = 6.68%
- Paid user Distribution

Category	Paid User Distribution
Agency (marketing, design, CA, consultation firms, etc.)	40%
Solopreneurs (coaches, growth experts, mentors, freelancers)	28%
Brand Building (Industry leaders with 5+ years experience)	22%
Others (sales executives, lead generation, job seekers)	10%

The Problem Statement

US is the biggest market for SMBs and Solopreneurs for this product.

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

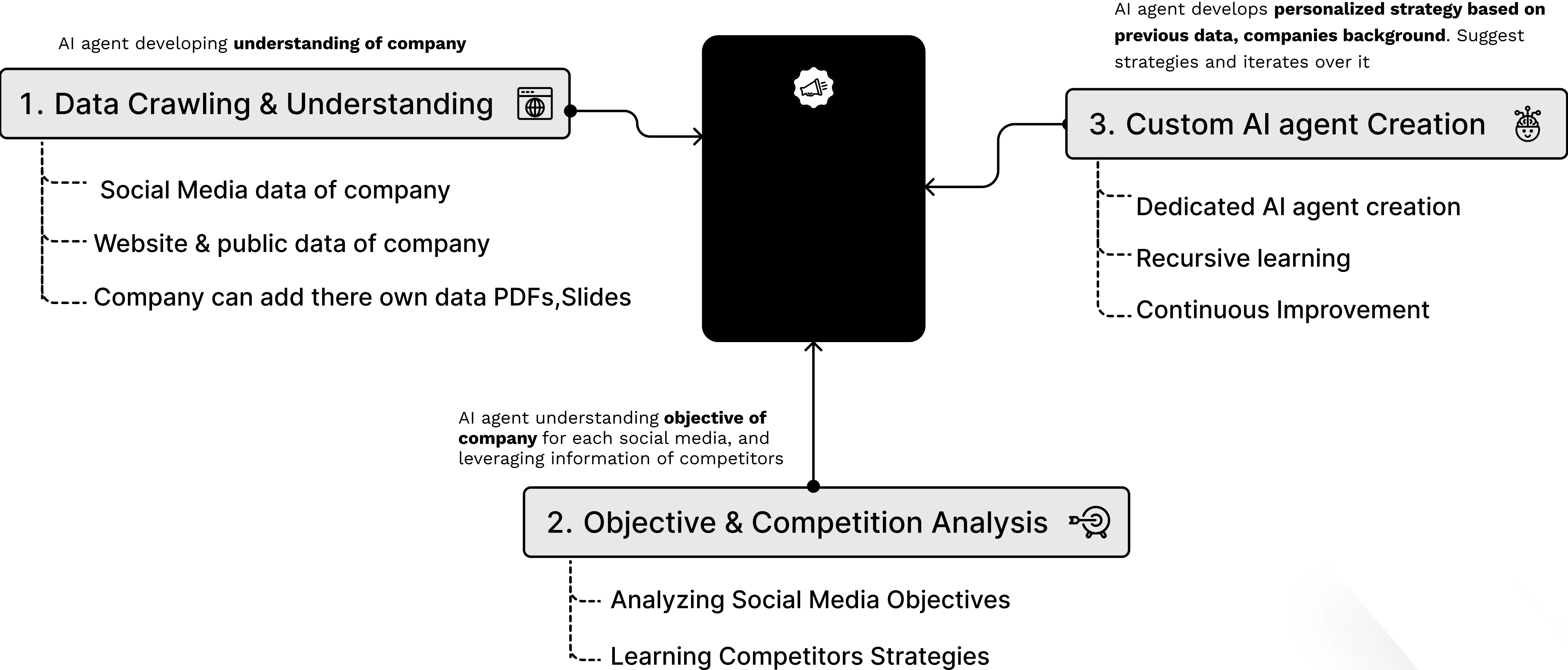
As a growth product manager, your role is to craft a high-impact Go-To-Market (GTM) strategy that:

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.

ReachifyMe empowers SMEs by simplifying social media growth and management. Through a **Personalized Multimodal AI agents**, it delivers an **agency-level marketing experience**, without compromising on **quality, time, or budget.**


[Watch Here](#)  ^{IN}

Solution - Personalized AI Marketing Agent



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