**Go-To Strategy**

Plan A

* Growth Stage

1. Upload basic videos and photos- Fill the site to make it look busy
2. Outreach those basic contents to Instagram and Facebook using the brand’s name (boost posts)
3. Track specific people on twitter/instagram and pull them in personally via e-mail/DM/twitter
4. Retain users by creating weekly activities (weekly themes) and encouraging contribution to the website and observe user analytics

* Brand Attraction Stage

1. Analyze where certain brands and companies are headed and set themes accordingly
2. Use twitter to approach brands and companies.

Plan B

* Growth Stage

1. Advertise the site as is on social media
2. Let the users come and contribute themselves to the site
3. Contact brands directly about app purpose
4. Set themes and let companies contribute as well.
5. Analyze user and company behavior and trends and plan ahead