

Target Audience and Personas

1. **Project Managers:** Require organized meeting insights and action plans.
2. **Client-Facing Professionals:** Need follow-up support to nurture relationships.
3. **Remote Teams:** Need tools to maintain project continuity across meetings.

Market Positioning and Messaging

- **Positioning Statement:** “Mina is the intelligent companion for meetings, turning every conversation into actionable insights.”
- **Value Proposition:** AI-driven, cross-platform tool for meeting insights and automated follow-ups.

Marketing Channels and Strategies

1. **Content Marketing:** Produce blog posts, guides, and videos on meeting productivity, targeting SEO for discoverability.
2. **Email Campaigns:** Onboard users with emails that showcase core features and benefits of upgrading.
3. **Influencer Outreach:** Partner with productivity experts to build credibility in the productivity tools space.

Budget

- **Pre-Launch Marketing:** \$3,000 for initial content creation, influencer partnerships, and social ads.
- **Ongoing Marketing:** \$1,500/month for retention and user acquisition campaigns.

KPIs

- **Conversion Rate:** Target 3% free-to-Pro conversion within 3 months.
- **Engagement:** 70% retention rate for Pro users.

Go-to-Market Timeline

- **Month 1-3:** Soft launch of browser extension, gathering user feedback.
- **Month 4-6:** Release Android app, expand freemium user base.