Macrovesta Go-To-Market Strategy

Macrovesta Go-To-Market Strategy

Overview

Overview

Strategic Foundation

Strategic Foundation

Strategic Foundation

- Weekly recurring pain (every Friday at 3:30 PM COT analysis)
- Value proof in 5 days (first Friday after signup)
- Built-in viral loop (forward alerts to clients)
- Network effects (advisors share tools, traders keep edges secret)

Network effects (advisors share tools, traders keep edges secret)

Network effects (advisors share tools, traders keep edges secret)

Core Value Proposition

Core Value Proposition

Core Value Proposition

- Thursday 11 AM: USDA Export Sales → 2-3 hours analyzing

- Friday 3:30 PM: CFTC COT Report → 2-3 hours analyzing

- Friday evening: Writing client summaries → 2 hours

- Weekend: Catching up on other reports → 2-3 hours

- **Total: 8-10 hours/week. Every. Single. Week.**

Total: 8-10 hours/week. Every. Single. Week.

- WhatsApp alert: "Managed money short 62,004 contracts (up 8,000). Bearish signal."

- Forward to clients, add 2-3 sentences of your insights

- Done. 30 seconds vs 3 hours.

3-Phase Launch Plan

PHASE 1: Quick Wins - Start Close to Home (Weeks 1-4)

Liverpool Cotton Brokers email list (existing audience receiving Friday reports - pre-qualified!)

Decades of industry relationships (business cards, LinkedIn, phone contacts)

Industry credibility (people will do him favors, share to their networks)

Industry credibility (people will do him favors, share to their networks)

- **Week 1-2:** Liverpool Cotton Brokers email announcement + Joe's personal network (50-100 direct outreach)

- **Week 2-3:** Industry favor-asks (trade association leaders, publication editors, influencers)

- **Week 3-4:** Early adopter referral program + LinkedIn organic (3 posts/week)

Week 3-4: Early adopter referral program + LinkedIn organic (3 posts/week)

- Liverpool Cotton Brokers list: 15-20 paying customers

- Personal network: 10 paying customers

- Favor-asks & referrals: 5-10 paying customers

- LinkedIn organic: 2-5 paying customers

- **Total: 30-50 paying customers**

- **£4,500-£7,500 MRR**

- **ROI: INFINITE (no ad spend, pure network leverage)**

PHASE 2: Scale (Weeks 5-12)

- Google Search Ads (£800-1,200/month) - High-intent keywords

- LinkedIn Ads (£700-1,000/month) - Job title targeting

- Content marketing (9 blog posts over 3 months)

- Lead magnets (Comparison Guide, ROI Calculator, 2026 Outlook)

- Email nurture sequences (automated)

Email nurture sequences (automated)

- 150-250 demos booked

- 75-125 trial signups

- 40-65 paying customers total

- £6,000-£9,750 MRR

PHASE 3: Optimize (Month 4+)

- Scale paid ads (Google + LinkedIn)

- Quiz funnel (personalized lead qualification)

- Webinars (educate at scale, 50-100 attendees/month)

- Industry partnerships (Cotton Outlook, trade associations)

- Conference presence (ICAC, National Cotton Council)

- Expand to traders (different messaging)

Expand to traders (different messaging)

- £15,000-£30,000 MRR

- <£200 CAC

- <10% churn

- 12:1+ LTV:CAC ratio

Channel Priority

Tier 1 (START HERE):

LinkedIn Organic - Joe posts 3x/week, engages daily (FREE)

Google Search Ads - Intent-based keywords (£800-1,200/month)

Warm Outreach - Joe's network (FREE)

Industry Publications - Guest articles, sponsorships (£500-2,000/month)

Tier 2 (PHASE 2-3):

LinkedIn Ads - Job title targeting (£700-1,000/month)

Conferences - ICAC, National Cotton Council (£2,000-5,000/event)

Display Remarketing - Only for website visitors (£200-500/month)

Tier 3 (SKIP):

- ■ **Meta (Facebook/Instagram)** - Wrong audience, wrong context

- ■ **TikTok** - Not where 50-year-old advisors are

- ■ **Generic podcasts** - Low ROI

■ **Generic podcasts** - Low ROI

- Commodity advisors use Facebook for personal life, not work

- B2B SaaS doesn't convert on consumer platforms

- £150-500 CPL (vs £40-80 on LinkedIn)

Key Messaging Pillars

1. Time Savings (Rational)

1. Time Savings (Rational)

1. Time Savings (Rational)

2. Professional Credibility (Emotional)

2. Professional Credibility (Emotional)

2. Professional Credibility (Emotional)

3. Competitive Edge (Fear/Urgency)

3. Competitive Edge (Fear/Urgency)

3. Competitive Edge (Fear/Urgency)

4. Affordability (Price Positioning)

4. Affordability (Price Positioning)

4. Affordability (Price Positioning)

5. Workflow Automation (Unique Differentiator)

5. Workflow Automation (Unique Differentiator)

5. Workflow Automation (Unique Differentiator)

Competitive Positioning

Competitive Positioning

- Bloomberg: Raw data, manual analysis required
- Macrovesta: Automated analysis, WhatsApp delivery
- 13x cheaper

13x cheaper

- SpreadCharts: COT only, charts and visualization
- Macrovesta: COT + USDA + Cotton on Call + Crop Progress, written analysis
- Worth £600 more for complete coverage

Worth £600 more for complete coverage

- Free tools: DIY interpretation, manual checking
- Macrovesta: AI-powered analysis, automatic delivery
- Time savings pay for subscription

Time savings pay for subscription

- Manual: 10 hours/week = £26,000/year time cost
- Macrovesta: 30 seconds/week + £1,800/year = £1,865/year total
- Net savings: £24,135/year

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

Conversion Funnel

- 1,000 website visitors (from Google, LinkedIn, content)

- 50 demo bookings (5% conversion)

- 25 trial signups (50% conversion)

- 12-13 paying customers (50% conversion)

- £1,950 MRR added

£1,950 MRR added

- Google Ads CPL: £40-60

- LinkedIn Ads CPL: £40-80

- Content → Demo: £20-40 (lower cost, slower)

- Average CAC: £150-200

- Customer LTV: £1,800/year (12-month average retention)

- **LTV:CAC Ratio: 9:1 to 12:1 (excellent)**

Automation Strategy (DBR)

Automation Strategy (DBR)

1. Demo No-Show Recovery

- +4 hours: Video recap email + SMS

- +24 hours: Question-led re-engagement

- +72 hours: Value gift (free report)

2. Demo Completed, No Trial

- +24 hours: Custom report example

- +3 days: Social proof (testimonials)

- +7 days: FAQ / objection handling

- +14 days: Last chance offer (extended trial)

3. Lead Magnet Nurture

- Immediate: Deliver guide/calculator
- +24 hours: Educational follow-up
- +48 hours: ROI calculator
- +7 days: Demo video
- +14 days: Case study (final touch)

+14 days: Case study (final touch)

Budget Summary

Phase 1 (Weeks 1-4): £0-500 Total

- Calendly: £8/month
- Typeform: £20/month
- Small ad tests: £200-300

Phase 2 (Weeks 5-12): £1,500-3,000/month

- Google Ads: £800-1,200
- LinkedIn Ads: £700-1,000
- Content: £500-800 (if outsourcing)
- Email tool: £30-50

Phase 3 (Month 4+): £3,000-5,000/month

- Google Ads scaled: £1,200-2,000
- LinkedIn Ads scaled: £1,000-1,500
- Conferences: £500-1,000 (amortized)
- Industry sponsorships: £500-1,000
- Webinars: £50

• Retargeting: £300-500

Success Metrics

Phase 1 Success = GO to Phase 2:

- ■ 5+ paying customers
- ■ Demo → Paid conversion >25%
- ■ 2+ video testimonials
- ■ CAC <£300

Phase 2 Success = GO to Phase 3:

- ■ 40+ paying customers
- ■ £6,000+ MRR
- ■ CAC <£200
- ■ LTV:CAC >9:1
- ■ Organic traffic 500+/month

Phase 3 Success = Sustainable Growth:

- ■ 100+ paying customers
- ■ £15,000+ MRR
- ■ CAC <£150
- ■ Churn <10%
- ■ 20%+ MRR growth month-over-month

Deliverables Provided

Deliverables Provided

Messaging Framework (28 pages) - Personas, positioning, objection handling

Lead Generation Playbook (45 pages) - Phase-by-phase execution plan

Channel Priority Analysis (20 pages) - Where to spend budget, where to avoid

Email Template Library (27 templates) - Copy-paste ready for all stages

LinkedIn Outreach Scripts (12+ templates) - Connection requests, InMails, follow-ups

n8n DBR Workflows (reference) - Automation blueprints

Landing Page Copy (3 pages) - Advisors, traders, lead magnets

Content Calendar (3 months) - Blog posts, LinkedIn posts, email campaigns

Content Calendar (3 months) - Blog posts, LinkedIn posts, email campaigns

Next Steps (Week 1)

- Review strategy with Joe and team

- Approve messaging and positioning

- Build landing page (macrovesta.ai/advisors)

- Set up Calendly for demo bookings

- Identify 50 advisors in Joe's network

- Send first 50 warm outreach emails

- Post first 3 LinkedIn updates (educational content)

- Post first 3 LinkedIn updates (educational content)

- Post first 3 LinkedIn updates (educational content)

- Post first 3 LinkedIn updates (educational content)

Why This Strategy Will Work

Why This Strategy Will Work

- Research shows advisors convert better than traders (weekly pain, fast value proof)

- ICP is narrow and reachable (LinkedIn, industry publications, conferences)

ICP is narrow and reachable (LinkedIn, industry publications, conferences)

- "10-hour Friday $\rightarrow$ 30 seconds" is visceral and measurable
- £24K savings/year ROI is undeniable
- Social proof from Earlam & Partners adds credibility

Social proof from Earlam & Partners adds credibility

- LinkedIn (where advisors network)
- Google Search (when they're actively looking)
- Industry publications (where they already read)
- NOT Meta/Instagram (wrong audience, wrong context)

NOT Meta/Instagram (wrong audience, wrong context)

- Phase 1 proves messaging with minimal budget
- Phase 2 scales what works
- Phase 3 optimizes and expands
- Each phase has clear go/no-go criteria

Each phase has clear go/no-go criteria

- 27 email templates cover every scenario
- DBR sequences recover 20-30% of lost leads
- Multi-touch approach (email + SMS + LinkedIn) increases conversion

Investment vs. Return

Investment vs. Return

- Phase 1: £500
- Phase 2: £18,000 (£2,250/month × 8 months)
- Phase 3: £24,000 (£4,000/month × 6 months)
- **Total: £42,500**

Total: £42,500

- Month 3: 25 customers × £150/month = £3,750 MRR

- Month 6: 50 customers × £150/month = £7,500 MRR

- Month 12: 100 customers × £150/month = £15,000 MRR

- **Total Year 1 Revenue: £90,000+**

Total Year 1 Revenue: £90,000+

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Risk Mitigation

Conclusion

Conclusion

Conclusion

Targeting the RIGHT audience (advisors, not traders)

Using the RIGHT channels (LinkedIn/Google, not Meta)

Delivering the RIGHT message ("Get your Friday back")

Following the RIGHT process (Phase 1 → 2 → 3)

Following the RIGHT process (Phase 1 → 2 → 3)

Following the RIGHT process (Phase 1 → 2 → 3)

Following the RIGHT process (Phase 1 → 2 → 3)

Following the RIGHT process (Phase 1 → 2 → 3)

Following the RIGHT process (Phase 1 → 2 → 3)

Document Information

Created by: Cold Lava (oliver@otdm.net)

Date: October 28, 2025

Project Value: £1,068.75 (14.25 hours @ £75/hour)

Total Documentation: 60,000+ words across 10 strategic documents

Complete Deliverables Available

1. 01-MESSAGING-FRAMEWORK.md (15,412 words, 28 pages)
2. 02-LEAD-GENERATION-PLAYBOOK.md (18,643 words, 45+ pages)
3. 03-N8N-DBR-WORKFLOWS.md (Reference document)
4. 04-EMAIL-TEMPLATES.md (12,000+ words, 27 templates)
5. 05-CHANNEL-PRIORITY-ANALYSIS.md (8,500+ words)
6. 06-LINKEDIN-OUTREACH-SCRIPTS.md (8,000+ words, 12+ scripts)
7. 07-LANDING-PAGES-WIREFRAMES.md (Complete)
8. 08-CONTENT-MARKETING-CALENDAR.md (3 months, 50+ pieces)
9. 00-EXECUTIVE-SUMMARY.md (This document)
10. 00-PROJECT-TIME-LOG.md (Full billing transparency)

GitHub Repository: https://github.com/coldlavaai/macrovesta