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## Go To Market Strategy (GTM)

### Week 1–2: Pre-Launch

- **Internal Prep:** Train teams and ensure readiness. **Beta**
- **Testing:** Soft launch with select users for feedback.
- **Marketing Plan:** Finalize messaging for digital channels.

### Week 3–4: Launch

- **Feature Rollout:** Launch to specific location
- **Marketing Activation:** Announce via social media, in-app notifications, and emails.
- **User Guides:** Provide tutorials and FAQs.

### Week 5–6: Monitoring

- **Track Metrics:** Monitor feature usage and adoption.
- **Collect Feedback:** Identify areas for improvement.
- **User Support:** Continue offering guidance.

### Week 7–8: Optimize

- **Enhancements:** Refine features based on feedback.
- **Retention Push:** Drive recurring usage through loyalty programs and subscriptions.
- **Engagement Campaigns:** Promote full use of search, basket, and subscription features.

## Key Promotional Channels

- **App Push Notifications:** Inform current users about new features through clear, action-oriented notifications.
- **Email Campaigns:** Personalized emails targeted to different segments—highlighting benefits of baskets, loyalty points, and subscriptions.
- **Social Media & Paid Ads:** Short, engaging posts on platforms like Instagram and Facebook, showcasing time-saving features and loyalty rewards. Use paid ads to reach broader audiences.
- **In-App Banners/Pop-ups:** Feature promotional banners and pop-ups inside the app to drive awareness and educate users about new features.
- **Influencer Partnerships:** Collaborate with food bloggers or influencers to demonstrate the convenience of meal baskets and subscription plans.

## Post-Launch Retention Strategy

- **Continuous Engagement:** Send regular reminders of basket availability, loyalty point balances, and subscription delivery schedules.
- **Personalized Offers:** Use data-driven insights to send personalized discounts or product suggestions based on customer preferences.
- **Referral Incentives:** Encourage current users to invite others by offering rewards tied to referrals.