

Synergy Go-To-Market Strategy

1. Fill out the 4Ps:

- **Product:**
 - A secured cloud platform that provides reliable, efficient, and prompt access to demographic government data.
- **Price:**
 - Monthly Subscription (Billed Annually): \$300 - \$525
 - Usage Based Rate: 1x upfront fee \$100 - \$0.15 /per record
- **Place:**
 - Focus on targeting B2B Small-Med companies, in the Marketing and Data Analytic industries.
 - Deliver through Existing Cloud Freeze Account.
 - Ads for Synergy within Cloud Freeze accounts.
 - Google, Bing + LinkedIn Ads.
- **Promotion:**
 - Existing Cloud Freeze customer, 90 day free trial.
 - "How to Improve your Business with Cloud" - YouTube + LinkedIn Video.
 - Enlist as a Speaker/have a presentation at Cloud based online Trade-Show.
 - New Cloud Freeze customer, 60 day free trial.

2. Messaging

- **Is this targeted at new buyers, existing customers, or both?**
 - Both. Existing customers would be purchasing Synergy as an Add-On.
- **Define the messaging for each target persona: what are the key problem(s) this solves for each persona?**

Decision Maker/Business Owner:

Key Problems:

- Likes clean, simple, easy to use tech.
- Wants their data quickly to reduce time spend.
- Finds navigating government websites frustrating.

Solution:

- Reduce my operational costs and time spend.
- Provides reliable, efficient, and prompt access via app.
- Feature provides user friendly access to US demographic government data, in comparison to accessing the data via a government website.

3. GTM Planning - Feature Launch

Pre-Launch

- **How (if at all) will we launch this internally?**
 - Yes, launch internally and test in a Sandbox environment.
- **How do we make sure internal stakeholders are aware of the impending launch?**
 - Internal company announcement.
 - Book an internal 30-min training session/internal demo.
- **Should we have a limited release? If so, how should it look, and what should we watch for?**
 - Internal release: Launch internally and test in a Sandbox environment.
 - 1 Month period: Watch for bugs, error codes
 - Primary release: Launch to 25% of customer base profiles
 - Secondary release: Launch to remaining 75% of customer base profiles
- **What assets do we need to create?**
 - Company newsletter, advising feature launch.
 - "How to Improve Your Business with Cloud" videos for YouTube + LinkedIn x3
 - Presentation deck for company wide 30-min internal demo.
 - Presentation deck for 1-hour training session for Sales Rep.
 - Presentation deck for Cloud conference seminar.
 - FAQ document.
 - Internal Support Document.
- **Are there any external relationships to consider (buzz, partners)?**
 - Sign up to sponsor a seminar at a Cloud conference.
- **How will we reach customers?**

Owned Media:

- Email campaign to existing Cloud Freeze customers, offering a 90 day free trial
- Offer new customers a 60 day trial.
- Trial days are intentionally different. The intention is to test which is more effective.
- "How to Improve Your Business with Cloud" videos for YouTube + LinkedIn x3
- LinkedIn posts will be scheduled daily, 1 week prior to launch.

Paid Media:

- Sponsor a seminar at a Cloud conference, with a presentation highlighting the new feature & how it helps the user.
- Google and LinkedIn Ads.

Launch

- **What do we do the day before/day of/week after this is released?**
 - **Day Before:**
 - Internal company announcement - reminder of feature launch.
 - Release notification on Cloud Freeze landing page.
 - Calls to action on landing page: “Learn More” - “Sign Up” - “Contact Sales”
 - **Day Of:**
 - Pop up notification when existing customers log into the existing Cloud Freeze platform, prompting trial of Synergy.
 - **Week After:**
 - Check on adoption and user metrics.
 - Customer Interviews.

Post-Launch

- **What (if anything) should we do on the inbound (people come to you via blogs, email newsletters, etc.) and outbound (search ads, etc.) side?**
 - Ensure Google analytics running on hosted landing page.
 - Send out customer surveys to gather data on the user experience.
- **Should we run any campaigns, and if so, what?**
 - Google and LinkedIn Ads.
 - Sales Rep outreach to existing customer base, offering demos of Synergy.