Building a Go-To Market Strategy

Identifying your target industry

Your company, schedule.ai, has just launched its first product, an AI-powered shift-management system that automates shift allocation based on staff availability.
The goal is to bring in new customers quickly to generate revenue as soon as possible. With this in mind, which industry will be the fastest to sell to?

Retail Industry. FMCG. Regularly sales/purchases.

Generating leads

You have your initial target industry - Retail!
Retail has a higher volume of companies and less regulation than healthcare, so you hope to quickly acquire new customers and build up the schedule.ai brand.
Which three approaches to generating sales leads should you choose for this industry?

Industry Events, LinkedIn Outreach, Email Marketing Campaign

Building a promotional schedule

You have defined your sales lead generation strategy, focusing on attending promotional events, using LinkedIn for targeted outreach, and running tailored email marketing campaigns.
You would like to build a promotional schedule containing a list of key events to promote schedule.ai at.
If you have enough money to attend one event in Q1, which event should you prioritize?

The National Retail Federation (NRF) Big Show is the most prominent event among the ones listed and is held annually in January in New York City. It is a major gathering for retail professionals and offers extensive networking opportunities, making it a prime choice for promoting schedule.ai.

Future Stores Miami typically occurs in February and focuses on in-store experience and operations, which could also be relevant for your shift-management system.
The Retail Innovation Conference & Expo usually takes place later in the year, around May, and is centered on retail technology and innovation.

For Q1, prioritizing the NRF Big Show would likely provide the most significant exposure and potential leads in the retail sector.

Building a website

With your promotional schedule locked in, your final step is to build the schedule.ai website.
You want to ensure that it appeals to your target audience, highlighting the product's benefits to retail managers.
What keywords could you include on the website?

AI-Powered Shift Scheduling, Workforce Optimisation.