

## **Freelancer Platform 1-Month Launch Roadmap**

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### **Goal:**

- 50 clients onboard in 1 month
  - Initial projects posted by clients to generate early revenue
  - Reinforce social proof and start marketing campaigns
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## **Week 1: Setup & Soft Launch**

**Objectives:** - Prepare social media accounts - Start initial outreach to first 10-15 clients - Set up landing page and free trial incentives

**Tasks:** 1. **Social Media Setup:** - Facebook Page - Instagram Page - LinkedIn Company Page - TikTok (optional) - Boost followers (5-10k across platforms)

**1. Landing Page:**

2. Clear CTA: "Post Your Project Now"
3. Highlight free trial / discounted first project

**4. Initial Outreach:**

5. Target LinkedIn & Facebook groups
6. Personalized messages to 20-30 prospects per day
7. Offer free first project post

**8. Collect Early Testimonials:**

9. From friends / personal network who try the platform
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## **Week 2: Aggressive Outreach & Engagement**

**Objectives:** - Get first 20 clients - Build engagement on social media - Collect early feedback for improvements

**Tasks:** 1. Continue **direct outreach:** 20-30 personalized messages/day 2. Engage on social media posts / groups 3. Share early testimonials / case studies 4. Adjust landing page messaging if needed 5. Prepare content calendar for social media posts

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## Week 3: Paid Marketing & Scaling

**Objectives:** - Use initial revenue for paid campaigns - Increase client onboarding rate - Reinforce platform credibility

**Tasks:** 1. **Paid Ads:** - Facebook/Instagram targeting business owners & startups - LinkedIn Ads targeting high-quality clients - Daily small budget (\$5-10) reinvest revenue

### 1. Micro-Influencer Outreach:

2. 1-2 small influencers (5k-50k followers) to promote platform
  3. Monitor responses, comments, messages, and conversion
  4. Collect additional testimonials for social proof
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## Week 4: Consolidation & Scaling

**Objectives:** - Reach 50 clients - Ensure early projects are live - Optimize ads & social media campaigns

**Tasks:** 1. Continue paid campaigns with optimized targeting 2. Monitor client satisfaction and solve issues quickly 3. Share success stories on social media 4. Prepare for next month marketing strategy using earned revenue

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## Daily Routine (All Weeks)

- 20-30 personalized messages to potential clients
  - 30 min engagement on social media (comments, posts)
  - Track leads and client onboarding
  - Update landing page and posts if needed
  - Collect testimonials / social proof
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## Key Notes:

- First week = setup + initial soft launch
- Weeks 2-4 = outreach + paid marketing + engagement
- Early revenue reinvest in marketing
- Track everything: clients onboarded, messages sent, engagement metrics
- Maintain consistent posting and engagement for trust-building