Case Study

Overloading the product
with a successful GTM launch

Industry: Real estate tech

Target Audience: Operations, Finance, Investors, Analysts

Executive Summary

Anna-Claire built a robust GTM strategy for a company expanding into a new market segment. Her intimate understanding of the product/market fit allowed her to create a demand generation program that targeted two high value personas. The program launched simultaneously with the new product and the program succeeded in generating:

↑ **An average 2,000% ROI on paid and owned channels**

↑ **$66k marketing sourced pipeline generated within one month of product launch**

↑ **$24k marketing influenced pipeline generated within one month of product launch**

Introduction

Anna-Claire worked with a small start-up team to launch their second product providing senior housing data solutions. Though already established in the student housing market, this expansion was into a tangential, albeit less familiar industry.

The project included an entire go-to-market strategy, product positioning, messaging, product/market fit, buyer personas, content frameworks, engagement channel models, and content and paid channel execution.

The program launched and generated so much demand that it quickly overwhelmed the capabilities of the product, and the program had to be turned off.

Objectives

The key objectives of the project included:

1. Identify segment consumer behavior and buying motivations.	2. Identify most effective techniques for consumer acquisition.	3. Build a quickly adaptable demand generation program.	4. Generate pipeline for the new product launch within 12 weeks.
Deliverable: Document buying journey, motivations, and pain points for a new, highly specialized audience.	*Deliverable:* MVP content and channel model targeting the two most valuable personas first.	*Deliverable:* Full funnel engagement and nurture program for two initial personas.	*Deliverable:* Build enough pipeline to justify ongoing development costs. **Goal achieved.**

Unique Challenges

This company had a strong understanding of the opportunity within this new market segment, but most of the knowledge about the product/market fit sat within the Product team and was not widely distributed throughout the company. Leadership assumed that many of the tactics that worked with the student housing segment could be applied to the senior housing segment. However, the audiences were completely different. Communicating this difference to leadership remained a challenge throughout the project, but did not impede the ability to generate demand. Furthermore, the product had not actually been tested prior to launch. The expectation was that the demand generation program would be turned on simultaneously with the product launch.

Methodology

Time Period	12 weeks from beginning the build to pipeline created.
Tools Used	Hubspot, Wordpress, proprietary software.
Stage One: User Research	User research was conducted to identify target personas and understand buyers' motivations and needs. Two primary targets emerged as the potential most valuable buyers, and a buying journey was built around those two personas.
Stage Two: Content	An MVP content strategy was developed to target each individual persona at three main stages of the buying journey. This content differed substantially from existing content.
Stage Three: Engagement Channels	The most effective channels for this client were LinkedIn, owned email and existing database contacts, and content partnerships/media placements.

Data and Results

Within one month of product launch this demand generation program generated:

↑ An average 2,000% ROI on paid and owned channels

↑ $66k marketing sourced pipeline

↑ $24k marketing influenced pipeline