

Go-to-Market Strategy for Cerebro the AI-Driven Robo-Advisor MVP

Market Segmentation and Targeting

Primary Target

Tech-savvy financial newcomers like Elena, who are early in their financial journey and appreciate technology that simplifies complex tasks.

Secondary Target

Users seeking easy financial planning tools due to a busy lifestyle or lack of financial knowledge.

Value Proposition

Highlight the unique ability of Cerebro to seamlessly integrate budget management with personalized investment options, providing tailored financial advice based on users' actual spending and saving behaviors.

Marketing Channels

Digital

Leverage social media platforms, search engine marketing (SEM), and content marketing to reach tech-savvy young adults.

Utilize SEO strategies to capture organic searches related to financial planning, budgeting and investment advice.

Partnerships

Collaborate with financial blogs, fintech influencers, and educational platforms to promote Cerebro through sponsored content and joint webinars.

Email Marketing

Launch an email campaign targeting existing customers and prospects who have shown interest in financial planning tools, providing them with detailed information about the MVP, its benefits, and how to sign up.

Digital

Launch Strategy

Soft Launch

Release a beta version to a select group of early adoption users gathered through early sign-ups through the website and through face to face interactions. Collect feedback to refine functionalities and address potential issues.

Official Launch

Roll out the full version with a virtual launch event that includes demos, user testimonials, and expert talks on the importance of integrating budgeting with investments.

Sales Strategy

Direct Sales

Utilize a product-led sales SAAS model where sign-ups occur through the company website and app stores. Offer a free trial period to encourage adoption, with easy conversion to paid plans.

Customer Success Team

Implement a proactive customer success team to help educate existing users about new features and guide new users through the setup process and help them utilize all features effectively.

Customer Support

Develop comprehensive support resources, including a detailed FAQ section, how-to videos, and a user forum for peer-to-peer assistance.

Offer live chat and email support to resolve user queries promptly and maintain high customer satisfaction.

Measurement and Analytics

Key Performance Indicators

- User acquisition rate
- Activation rate
- Customer satisfaction scores (NPS)
- Churn rate
- User conversions to paid accounts
- Average revenue per user (ARPU)
- Dollar Based Net Retention Rate (DBNRR)

Additional Measures

Use analytics to monitor user behavior and feedback for ongoing product improvements and marketing adjustment.

Post-Launch Activities

Feedback Loop

Establish mechanisms to continuously gather user feedback and quickly iterate on product features and user experience.

Establish social media scanning for forums and blogs such as LinkedIn and Reddit.

Marketing Adjustments

Refine marketing messages and channels based on tactics that are most effective for driving engagement and conversions.