

## **Activity: Growing First Customer Base**

### **Scenario:**

You are the founder of a software startup that has just developed a platform that uses artificial intelligence to help people find personalized skincare recommendations based on their skin type, lifestyle, and specific skin concerns? The platform could also offer virtual consultations with dermatologists and skincare experts, as well as a marketplace for purchasing skincare products that cater to the user's individual needs. Your goal is to acquire the first 400 paying customers for your platform.

### **Activity:**

As groups, act as the marketing team for the software startup. The task is to develop a customer acquisition strategy that will help the startup acquire its first 100 paying customers.

### **Instructions:**

1. Conduct market research:
  - Identify the target audience.
  - Research the competition and identify their strengths and weaknesses.
  - Determine the unique value proposition.
2. Develop a marketing plan:
  - Define the marketing channels to be used (e.g., social media, content marketing, paid advertising, email marketing, etc.).
  - Create a content calendar that includes blog posts, videos, webinars, and other content that will appeal to the target audience.
  - Develop a lead generation strategy (e.g., free trial, free version, webinar sign-ups, etc.).
  - Determine the budget for the marketing plan.
3. Implement the marketing plan:
  - Create the content and assets needed for the marketing channels selected.
  - Set up and launch the marketing campaigns.
  - Monitor and analyze the results of the marketing campaigns.

### **Deliverables:**

- A written marketing plan that includes the following:
- Market research
- Marketing channels
- Content calendar
- Lead generation strategy
- Budget

Submit your work as PDF file to LMS.