

Go-To-Market Strategy for Mike Van Thielen's 12-Week Course

Project Overview:

Our goal is to market and fill the 12-week course with high-caliber participants and subsequently transition these students into a long-term community for ongoing engagement and growth of Mike's coaching platform. This strategy leverages targeted marketing and cutting-edge technology solutions to attract and manage course participants effectively.

Project Timeline: ([structure like landing page here](#))

1. Marketing Campaign Setup (Day 1-5)

- **Day 1-2:** Strategize and set up targeted digital marketing campaigns. This includes creating comprehensive profiles of the ideal customer (ICP), content creation for authority building in relevant forums and platforms, and messaging development focusing on the transformative outcomes for participants.
- **Day 3-5:** Finalize the tech stack to support the launch, ensuring all tools for tracking and analytics are integrated and ready for real-time performance monitoring and strategy adjustments.

2. Course Registration and Onboarding Development (Day 6-12)

- Develop and optimize the landing page on Mike's website to ensure it is conversion-optimized and effectively communicates the value of the 12-week course.
- Set up an automated registration and onboarding process, including email sequences that guide new sign-ups through course preparation steps and how to access course sessions via Teams or Zoom.

3. Final Testing and Pre-Launch Adjustments (Day 13-20)

- Conduct final testing on all systems (course sign-up, marketing funnels) to ensure functionality and user-friendliness.
- Make necessary adjustments based on testing outcomes to prepare for the launch.

4. Launch and Post-Launch Management (Day 20-30)

- Officially launch the course and begin monitoring engagement.
- Troubleshoot any issues as participants begin the course and start interacting with the platform.
- Continuously adjust marketing strategies based on signup trends and participant feedback to maximize effectiveness and reach.

5. Community Foundation Development and Feedback Integration (Month 2 Onwards)

- Begin implementing the community platform, using direct feedback from the current cohort to optimize features and functionalities.
- Implement systems to automate the process for ongoing six-week cohort management, ensuring a seamless experience for future participants.

Milestones:

- **Milestone 1: Marketing and Tech Stack Ready (End of Day 5)**
 - All marketing campaigns and technical setups are completed and ready for launch.
- **Milestone 2: Registration and Onboarding Ready (End of Day 12)**
 - The course registration process and onboarding experience are fully functional and optimized.
- **Milestone 3: System Testing Complete (End of Day 20)**
 - All systems have been thoroughly tested and adjusted for optimal performance.
- **Milestone 4: Official Course Launch (End of Day 30)**
 - The course is successfully launched with all participants actively engaged.
- **Milestone 5: Community Platform Development Begins (Month 2)**
 - Start developing the community platform with integrated feedback from the first cohort.