

CASE STUDY:

REVO VIDEO VIDEO COMMERCE STARTUP

Startups and Fortune 1000: Tech, Media, Entertainment, Retail, CPG, E & V-Commerce

www.luminacionlc.com

OBJECTIVES

Acting as CSO, oversee startup operations and drive key strategic initiatives to establish market fit, develop channel strategies, forge strategic partnerships, and execute a comprehensive go-to-market (GTM) strategy for SaaS sales and marketing.

SOLUTION

- Conducted thorough market research to identify target audiences and validate product-market fit.
- Forged strategic partnerships with key players in content distribution and syndication, notably ReachTV.
- Enabled brands and talent, including Kate Hudson and Juice Beauty, to create and distribute shoppable content on a large scale, enhancing the platform's value proposition.
- Designed and executed a comprehensive GTM strategy focusing on SaaS sales and marketing.
- Leveraged data-driven insights to optimize marketing campaigns and maximize reach and engagement.

BENEFITS

1. Enhanced Market Presence

Successfully positioned Revo Video as a key player in the content distribution and syndication space.

2. Strategic Growth

Established valuable partnerships that expanded the platform's reach and created new revenue opportunities.

3. Increased User Engagement

Enabled the distribution of shoppable content, driving higher engagement and interaction with the platform.



AT A GLANCE

CHALLENGES

- Establish product-market fit and develop effective channel strategies.
- Build and manage strategic partnerships for content distribution and syndication.
- Develop and implement a robust GTM strategy to drive SaaS sales and marketing efforts.



CYNTHIA NELSON

CEO Luminación

"For over 20 years I've been delivering strategy and execution that transform businesses worldwide."