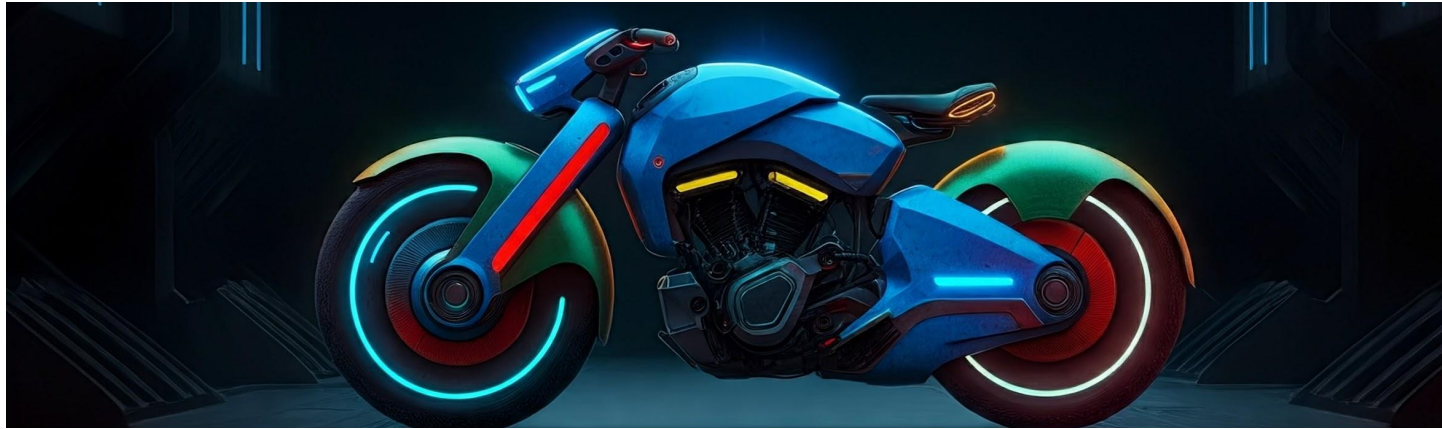




Go-to-Market Strategy for Self-Driving G-Bike Launch

Target Audience: Gen Z individuals (born between 1997 and 2012) residing in major metropolitan areas in the United States.

Product: Self-driving G-Bike, offering a convenient, safe, and eco-friendly mode of transportation for urban dwellers.

Campaign Goal: Generate awareness, excitement, and adoption of the G-Bike among the target audience, positioning it as the future of urban mobility.

Social Media Campaign Strategy

1. Platform Selection

- **TikTok:** The dominant platform for Gen Z, with a focus on short-form video content and trends.
- **Instagram:** A visually-driven platform popular for lifestyle and aspirational content.
- **Snapchat:** A platform for real-time, ephemeral content that resonates with younger audiences.

2. Content Strategy

- **Authenticity and Relatability:** Content should reflect the values and interests of Gen Z, using their language and cultural references.

- **User-Generated Content (UGC):** Encourage users to share their experiences with the G-Bike, creating a sense of community and authenticity.
- **Influencer Partnerships:** Collaborate with Gen Z influencers to promote the G-Bike to their followers.
- **Humor and Entertainment:** Use humor and lightheartedness to engage the audience and make the G-Bike more appealing.
- **Safety and Sustainability:** Highlight the safety features and environmental benefits of the G-Bike.

3. Campaign Timeline

- **Pre-Launch:** Teaser campaign to generate buzz and anticipation.
- **Launch:** High-impact campaign to announce the product and drive initial sales.
- **Post-Launch:** Sustained engagement to maintain momentum and encourage adoption.
- **Key Deadlines and Milestones - Pre-Launch (6 Weeks Before Launch)**
 - **Week 1 (January 1, 2025):** Finalize influencer partnerships. Begin teaser content creation (short, mysterious videos showcasing glimpses of the G-Bike, lifestyle imagery without revealing the full product).
 - **Week 2 (January 8, 2025):** Launch initial teaser campaign across TikTok, Instagram, and Snapchat. Focus on generating curiosity and intrigue. Run interactive polls and quizzes related to urban transportation challenges.
 - **Week 3 (January 15, 2025):** Release behind-the-scenes content with influencers. Host a contest or giveaway to increase engagement and grow followers.
 - **Week 4 (January 22, 2025):** Ramp up influencer activity. Start revealing more product details through creative videos and stories.
 - **Week 5 (January 29, 2025):** Announce pre-order date and early bird incentives. Partner with relevant media outlets to generate press coverage.
 - **Week 6 (February 5, 2025):** Open pre-orders. Focus on driving traffic to the G-Bike website.
 - **Launch Day (February 12, 2025):** Flood social media with high-quality launch content. Go live on TikTok and Instagram with influencers. Offer exclusive launch day discounts.

4. Key Messaging

- **Freedom and Independence:** The G-Bike empowers Gen Z to explore their cities on their own terms.
- **Convenience and Efficiency:** The G-Bike offers a hassle-free and time-saving mode of transportation.
- **Innovation and Technology:** The G-Bike represents the cutting edge of transportation technology.
- **Sustainability and Eco-Friendliness:** The G-Bike is a cleaner and greener alternative to traditional transportation options.

5. Call to Action

- **Visit the Website:** Learn more about the G-Bike and its features.
- **Sign Up for Updates:** Stay informed about the latest news and promotions.
- **Pre-Order:** Reserve your G-Bike and be among the first to experience the future of urban mobility.

Conclusion

By leveraging the power of social media and targeting Gen Z's unique preferences and values, this go-to-market strategy aims to position the self-driving G-Bike as the ultimate urban transportation solution for the next generation.