



ENTREPRENEUR ROADMAP



LAUNCH STAGE

BUILDING A DEMAND GENERATION PLAN

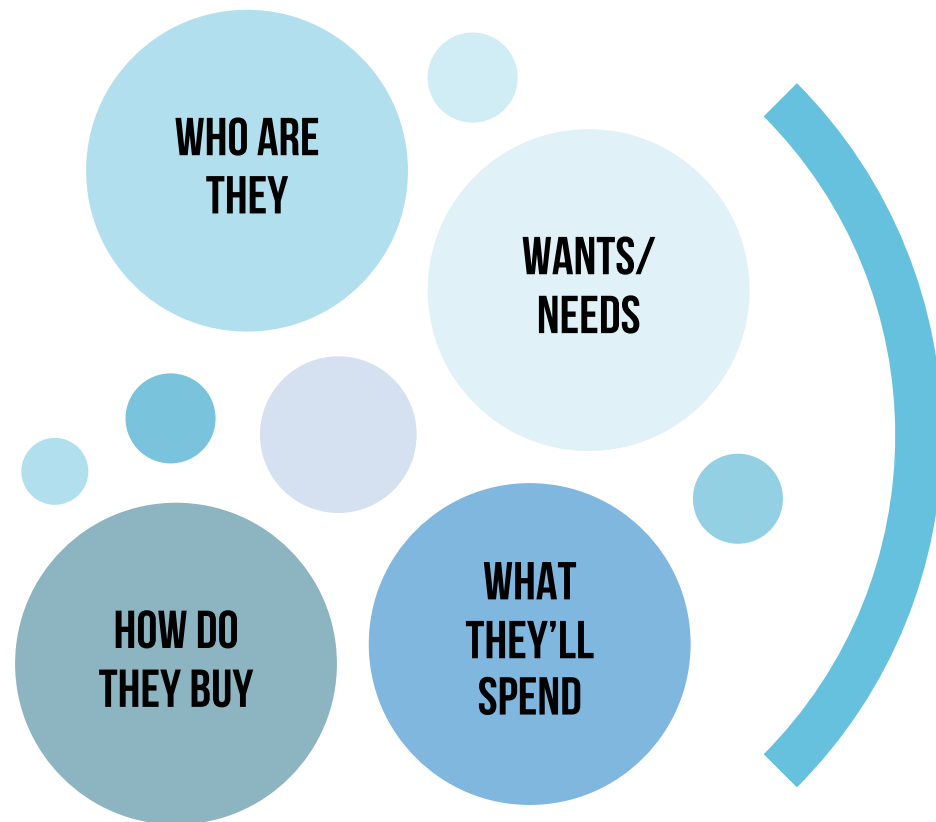
LEARN MORE ABOUT THE ENTREPRENEUR ROADMAP AT: [JUMPSTARTINC.ORG/ROADMAP](https://jumpstartinc.org/roadmap)



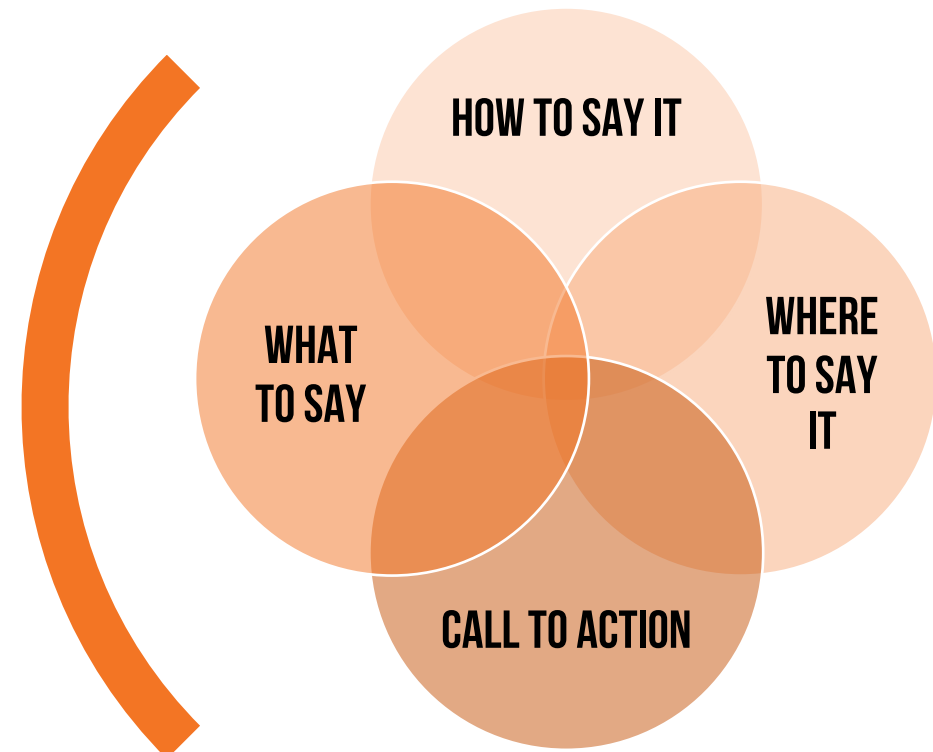
HOW IT ALL FITS TOGETHER

A solid demand generation plan will build on the buying process you built during the development stage. As you launch, you will apply that insight of where your customers are and how they want to communicate to build out channels and activities that will make them aware of your product, give them a way to engage directly, and ultimately convert them into a sales opportunity.

BUYER



YOUR DEMAND STRATEGY



EXAMPLE FUNNEL

BUILD AWARENESS

Establish blog and share widely. Attend user groups and networking events in region, post on social channels, send direct emails and make calls.

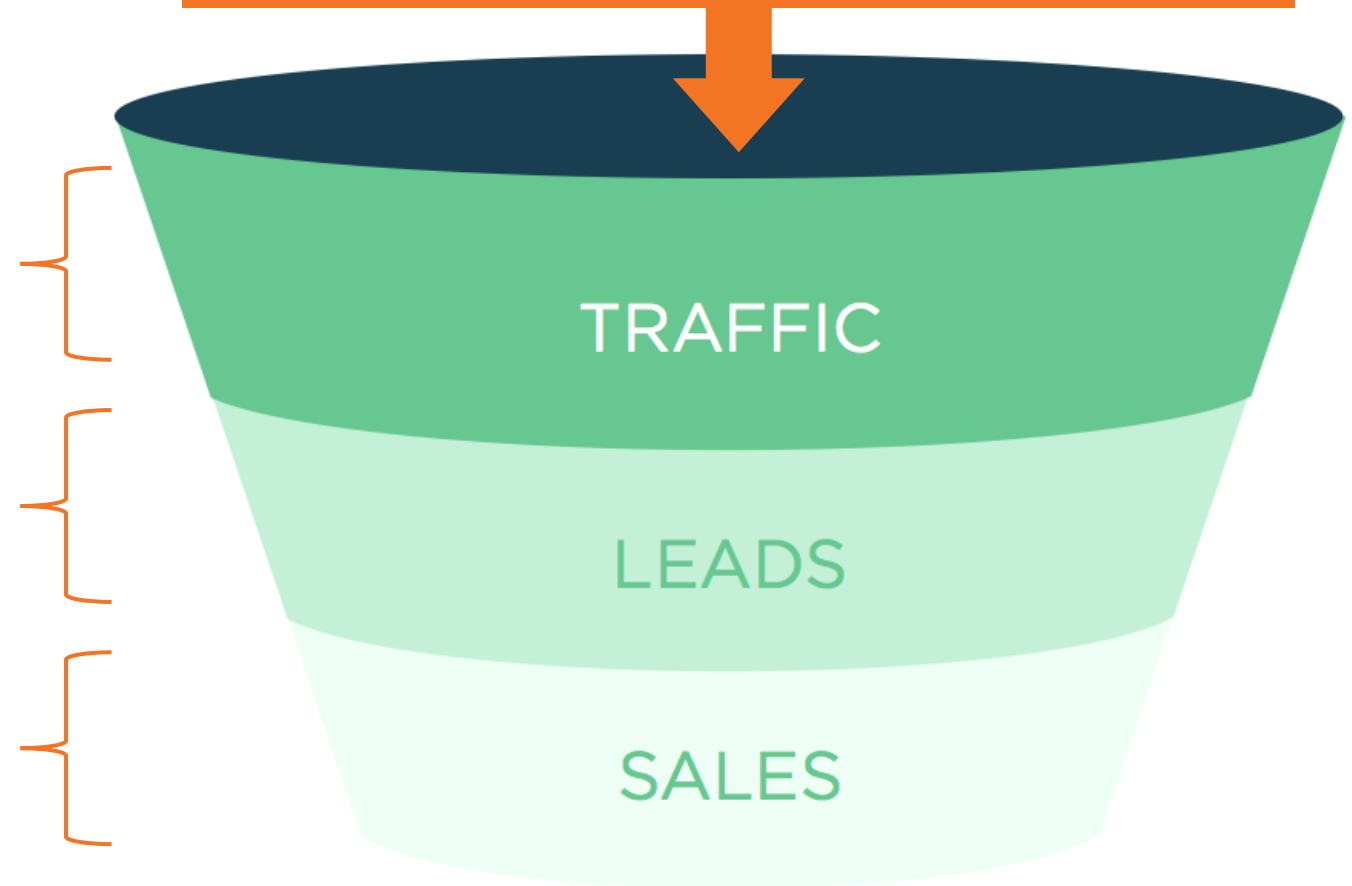
DRIVE ENGAGEMENT

Use blogs to set up email nurturing campaigns or one-off outreach, outbound prospecting to self identifiers.

IDENTIFIED OPPORTUNITY

Convert into pipeline and track probability to close. Use demo and pilot incentive to close.

20,000 targets identified (CEO, small business), including name, address, email





**NOW GO BUILD
YOUR PLAN!**

