



What are possible user acquisition channels of the 30 start-ups?

#	Project	User acquisition channel
1	Slack	<ul style="list-style-type: none"> - Organic search: Appears in search results, making it visible to potential users searching for team collaboration tools - Content marketing: Creates high-quality blog posts, articles, and guides on topics like remote work, team productivity, and communication - Influencer partnerships: Collaborates with influencers in the tech, entrepreneurship, and productivity spaces - Social media: Utilizes social media platforms to share updates, company news, and industry insights that appeal to teams and individuals - Referral program: Encourages existing users to refer friends and family in exchange for rewards and discounts on premium plans - Email marketing: Sends targeted promotional emails to its subscribers and potential users, highlighting new features, promotions, or exclusive content - Paid advertising: Runs paid ads on platforms to reach a wider audience - Partnerships with companies: Partners with companies of all sizes to offer Slack as an integrated solution for team collaboration - Industry conferences and events: Attends industry conferences, meetups, and events to showcase Slack's capabilities and build relationships with potential users - Word-of-mouth: Encourages satisfied users to share their experiences with others, driving organic growth through positive word-of-mouth - Native apps integration: Integrates with popular productivity apps (e.g., Google Drive, Trello) to offer users a seamless experience - Corporate partnerships: Offers Slack as a corporate solution for businesses of all sizes, providing teams with a customized implementation plan and support. - Freemium model: Offers a free version of Slack (Slack Free) that provides limited features, encouraging users to upgrade to premium plans when needed - Education and training: Provides resources and training on how to use Slack effectively, including webinars, tutorials, and blog posts - Podcast and video content: Creates and publishes content on popular podcasts and video platforms (e.g., YouTube, LinkedIn Live) that showcase its capabilities



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2 3	GitHub GitLab	<ul style="list-style-type: none"> - Free trial: Offers a free trial period for individuals and teams to try out its features and experience the benefits - Organic search: Appears in search results making it visible to potential users searching for version control tools - Content marketing: Creates high-quality blog posts, articles, and guides on topics like software development, coding, and open-source projects, which attract potential users - Influencer partnerships: Collaborates with influencers in the tech, programming, and development spaces - Social media: Utilizes social media platforms to share updates, company news, and industry insights that appeal to developers and teams - Referral program: Encourages existing users to refer friends and family in exchange for rewards and discounts on premium plans - Email marketing: Sends targeted promotional emails to its subscribers and potential users, highlighting new features, promotions, or exclusive content - Paid advertising: Runs paid ads on platforms to reach a wider audience - Partnerships with companies: Partners with companies of all sizes to an integrated solution for version control and collaboration - Industry conferences and events: Attends industry conferences, meetups, and events to showcase GitHub's or GitLab's capabilities and build relationships with potential users - Word-of-mouth: Encourages satisfied users to share their experiences with others, driving organic growth through positive word-of-mouth - Native apps integration: Integrates with popular development tools (e.g., Visual Studio Code, IntelliJ IDEA) to offer users a seamless experience - Education and training: Provides resources and training on how to use GitHub or GitLab effectively, including webinars, tutorials, and blog posts - Podcast and video content: Creates and publishes content on popular podcasts and video platforms (e.g., YouTube, LinkedIn Live) that showcase its capabilities - Student developer subscription: Offers a free subscription to students for a year, encouraging them to try out features and collaborate with their peers



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4	Craigslist	<ul style="list-style-type: none"> - Word-of-mouth: Encourages satisfied users to share their experiences with others, driving organic growth through positive word-of-mouth - Organic search: Appears in search results making it visible to potential users searching for classifieds websites - Content marketing: Creates high-quality blog posts, articles, and guides on topics like buying and selling, real estate, and job listings, which attract potential users - Social media: Utilizes social media platforms to share updates, company news, and industry insights that appeal to users - Partnerships with local businesses: Partners with local businesses, such as real estate agents, car dealerships, and service providers, to offer Craigslist as a platform for their advertising needs - Job listings: Offers job listings as an attractive feature for potential users, particularly for people looking for employment or freelance work - Buying and selling guides: Provides guides and resources on buying and selling, such as real estate tips and car-buying advice, to attract potential users - Community forums: Hosts community forums and discussion boards on various topics, including buying and selling, job listings, and classifieds-related issues, to engage with users and promote the platform - Mobile optimization: Optimizes its website for mobile devices, making it easy for users to access and use the platform on-the-go - Google maps integration: Integrates with Google Maps to provide directions and location-based services, increasing its visibility and attract more users - Local partnerships: Partners with local organizations, such as non-profits and charities, to offer Craigslist as a platform for their fundraising efforts and community outreach programs



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5	Discord	<ul style="list-style-type: none"> - Social media: Utilizes social media platforms to share updates, company news, and industry insights that appeal to gamers and community creators - Influencer partnerships: Collaborates with gaming influencers, content creators, and streamers to promote Discord and its features - Gaming communities: Partners with gaming communities, clans, and guilds to offer Discord as a communication platform for their members - Organic search: Appears in search results making it visible to potential users searching for communication platforms or gaming communities - Content marketing: Creates high-quality blog posts, articles, and guides on topics like game development, community management, and online safety, which attract potential users - Referral program: Encourages existing users to refer friends and family in exchange for rewards and discounts on premium plans - Email marketing: Sends targeted promotional emails to its subscribers and potential users, highlighting new features, promotions, or exclusive content - Paid advertising: Runs paid ads to reach a wider audience - Gaming events: Partners with gaming events, conferences, and tournaments to offer Discord as a communication platform for participants and attendees - Partner program: Offers a partner program that allows game developers, publishers, and esports organizations to promote Discord to their audiences - Community engagement: Encourages community engagement through features like server boosts, custom emojis, and server discovery - Discord Nitro: Offers a premium subscription service called Discord Nitro, which provides additional features and perks for subscribers - Game developer partnerships: Partners with game developers to offer Discord as a communication platform for their games, providing additional revenue streams - Esports partnerships: Partners with esports organizations and teams to offer Discord as a communication platform for their players and staff



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6	HubSpot	<ul style="list-style-type: none"> - Content marketing: Produces a wealth of high-quality, informative blog posts, e-books, whitepapers, webinars, videos, podcasts, and more that educate users about inbound marketing, sales, and customer service best practices - Search engine optimization: The website is optimized for search engines to improve visibility and attract organic traffic from users searching for relevant topics online - Paid advertising: Spends significant amounts on paid advertising channels to reach potential customers actively searching for marketing solutions - Social media marketing: Leverages its social media presence across platforms like Twitter, LinkedIn, Facebook, Instagram, and YouTube to engage with users, build brand awareness, share content, and drive traffic to the website - Influencer partnerships: Partners with influencers in marketing, sales, and customer service niches to promote its platform, products, and services to their followers - Email marketing: Maintains an extensive email list of subscribers, from which it sends targeted promotional emails, newsletters, and educational content to users who have expressed interest in inbound marketing, sales, and customer service - Referral program: HubSpot has a referral program that incentivizes existing customers to refer new business to the platform by offering rewards or discounts on their own subscriptions - Webinars and online events: Hosts webinars, online workshops, and conferences that educate users about inbound marketing, sales, and customer service best practices in exchange for registration information - Paid partnerships: Partners with other businesses to offer joint solutions or services, providing a mutually beneficial opportunity to reach new customers - SEO-optimized lead magnets: Creates SEO-optimized lead magnets such as eBooks, templates, and checklists that users can download in exchange for their contact information



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7	Notion	<ul style="list-style-type: none"> - Content marketing: Produces a wealth of high-quality, informative blog posts, guides, tutorials, webinars, and videos that educate users about the benefits of using an all-in-one workspace app - Influencer partnerships: Partners with influencers in productivity, organization, and entrepreneurship niches to promote its platform to their followers - Paid advertising: Spends significant amounts on paid advertising channels to reach potential customers actively searching for workspace solutions - Social media marketing: Leverages its social media presence across platforms to engage with users, build brand awareness, share content, and drive traffic to the website - Referral program: Has a referral program that incentivizes existing customers to refer new business to the platform - Webinars and online events: Hosts webinars, online workshops, and conferences that educate users about the benefits of using an all-in-one workspace app in exchange for registration information - User-generated content campaigns: Encourages its existing users to share their own Notion templates, pages, and workflows on social media, showcasing the platform's versatility and creativity - Partnerships with education institutions: Partners with educational institutions to offer its platform as a tool for students and teachers to manage assignments, notes, and projects, providing a unique value proposition for this demographic - Community building: Fosters a strong community of users through its online forums, Discord server, and social media groups, providing a space for users to connect, share ideas, and get support from one another - App store optimization: Optimizes its app store listings on platforms like the Apple App Store and Google Play Store to improve visibility and attract organic downloads - Paid surveys and research studies: Partners with market research firms to conduct surveys and studies on workspace productivity, collaboration, and organization



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8 9 10	Webflow Wix Squarespace	<ul style="list-style-type: none"> - Content marketing: Produces a wealth of high-quality, informative blog posts, guides, tutorials, webinars, and videos that educate users about web design, development, and digital product creation - Influencer partnerships: Partners with influencers in web design, development, marketing, and entrepreneurship niches to promote its platform to their followers - Paid advertising: Spends significant amounts on paid advertising channels to reach potential customers actively searching for web design and development solutions - Social media marketing: Leverages its social media presence across platforms to engage with users, build brand awareness, share content, and drive traffic to the website - Referral program: Has a referral program that incentivizes existing customers to refer new business to the platform - Webinars and online events: Hosts webinars, online workshops, and conferences that educate users about web design, development, and digital product creation in exchange for registration information - Paid partnerships: Partners with other businesses to offer joint solutions or services, providing a mutually beneficial opportunity to reach new customers - User-generated content campaigns: Encourages its existing users to share their own projects, designs, and experiences on social media - Community building: Fosters a strong community of users through its online forums, Slack channel, and social media groups, providing a space for users to connect, share ideas, and get support from one another - App store optimization: Optimizes its app store listings on platforms like the Apple App Store and Google Play Store to improve visibility and attract organic downloads - Design and development communities: Engages with popular design and development communities like Dribbble and Behance to promote its platform and connect with potential customers



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11	BigCommerce	<ul style="list-style-type: none"> - Pay-per-click advertising: Google Ads, Facebook Ads, and other platforms offer targeted advertising options that allow businesses to reach potential customers actively searching for products like theirs - Search engine optimization: Optimizing website content and structure to rank higher in search engine results pages, increasing visibility and driving organic traffic - Content marketing: Creating high-quality, relevant, and valuable content (blog posts, videos, podcasts, etc.) to attract and engage target audiences, ultimately driving traffic to the BigCommerce site - Email marketing: Building an email list and sending targeted campaigns to subscribers, promoting products, offering discounts, or sharing news to encourage sign-ups and sales - Referral marketing: Incentivizing existing customers to refer friends and family in exchange for rewards or discounts, generating word-of-mouth marketing and driving new business - Affiliate marketing: Partnering with influencers, bloggers, or other affiliates who promote products in exchange for a commission on sales generated through their unique referral links - Influencer marketing: Collaborating with social media influencers or content creators to showcase BigCommerce's e-commerce solutions and reach new audiences - Social media advertising: Running targeted ads on platforms like Facebook, Instagram, Twitter, and LinkedIn to reach potential customers based on demographics, interests, and behaviors - Paid partnerships: Partnering with complementary businesses or organizations to offer exclusive promotions, products, or services, driving traffic and sales - Webinars and online events: Hosting webinars, workshops, or online events to educate attendees about e-commerce best practices, BigCommerce's solutions, and industry trends, generating leads and new business



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12	Qualtrics	<ul style="list-style-type: none"> - Content marketing: Creating informative blog posts, whitepapers, case studies, webinars, and e-books to attract potential customers and showcase the benefits of Qualtrics - Social media: Leveraging platforms like LinkedIn, Twitter, Facebook, and Instagram to reach professionals in customer experience, product management, and other relevant industries - Referral marketing: Encouraging existing customers to refer friends and colleagues who might benefit from using Qualtrics - Partnerships and integrations: Collaborating with complementary businesses, such as CRM providers, analytics tools, and IT service providers, to expand its reach - Event marketing: Sponsorship of industry events, conferences, and trade shows to demonstrate Qualtrics' expertise and build relationships with potential customers - Paid advertising: Targeted online ads on platforms like Google Ads, LinkedIn Ads, and Facebook Ads to attract new users - SEO-optimized website: Ensuring the Qualtrics website is optimized for search engines to improve visibility and drive organic traffic - Customer advocacy: Encouraging satisfied customers to share their success stories and experiences with Qualtrics on social media, review platforms, or through case studies - Influencer marketing: Partnering with industry influencers, thought leaders, and subject matter experts to promote Qualtrics to their followers



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13	MailChimp	<ul style="list-style-type: none"> - Content marketing: Creating informative blog posts, guides, webinars, and e-books to attract potential customers and showcase the benefits of Mailchimp - Social media: Leveraging platforms like Facebook, Twitter, Instagram, LinkedIn, and YouTube to reach small businesses, marketers, and entrepreneurs - Paid advertising: Targeted online ads on platforms like Google Ads, Facebook Ads, LinkedIn Ads, and industry-specific websites - Referral marketing: Encouraging existing customers to refer friends and colleagues who might benefit from using Mailchimp - Influencer marketing: Partnering with industry influencers, bloggers, and thought leaders in marketing, small business, and e-commerce to promote Mailchimp - Email marketing: Leveraging existing email lists and sending targeted promotional emails to potential customers - Partnerships and integrations: Collaborating with complementary businesses, such as CRM providers, website builders (e.g., WordPress), and e-commerce platforms (e.g., Shopify) - SEO-optimized website: Ensuring the Mailchimp website is optimized for search engines to improve visibility and drive organic traffic - Customer advocacy: Encouraging satisfied customers to share their success stories and experiences with Mailchimp on social media, review platforms, or through case studies - Trade shows and events: Participating in industry events, conferences, and trade shows to demonstrate Mailchimp's expertise and build relationships with potential customers - Affiliate marketing: Partnering with affiliates who promote Mailchimp to their audiences in exchange for commissions - Opt-in campaigns: Running targeted campaigns on platforms like HubSpot or LeadIQ to acquire new email addresses - Free trial and demo: Offering a free trial or demo of Mailchimp's services to prospective customers - Case studies and success stories: Sharing case studies and success stories of existing customers to demonstrate the effectiveness of Mailchimp



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14	SurveyMonkey	<ul style="list-style-type: none"> - Social media: Promotes its services on various social media platforms such as Facebook, Twitter, LinkedIn, and Instagram - Search engine optimization: The company's website is optimized for search engines like Google, which helps attract organic traffic - Content marketing: Creates informative content like blog posts, videos, and webinars that provide value to potential customers and promote its services - Influencer marketing: Partners with influencers in the market research, survey, and feedback spaces to promote its platform - Paid advertising: Runs paid advertising campaigns on platforms like Google Ads, Facebook Ads, and LinkedIn Ads to reach a wider audience - Partnerships and integrations: Integrates its platform with other popular tools and services, such as CRM software, helpdesk platforms, and marketing automation tools, to expand its user base - Referral marketing: Incentivizes its existing users to refer their friends and colleagues to the platform, offering rewards or discounts for successful referrals - Email marketing: The company uses email marketing campaigns to nurture leads, promote new features, and offer exclusive promotions to subscribers - Webinars and online events: Hosts webinars, workshops, and online events to educate potential customers about its services and build brand awareness



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15	Databricks	<ul style="list-style-type: none"> - Content marketing: Creating informative blog posts, whitepapers, case studies, and webinars on topics related to big data analytics, AI, and cloud computing - Social media: Utilizing platforms like LinkedIn, Twitter, Facebook, and Instagram to share company news, industry insights, and thought leadership content - Search engine optimization: Optimizes website and online presence to rank higher in search engine results pages for relevant keywords - Pay-per-click advertising: Running targeted campaigns on Google Ads, LinkedIn Ads, or other platforms to reach potential customers actively searching for big data analytics solutions - Email marketing: Building an email list and sending targeted campaigns to subscribers showcasing the benefits of Databricks and encouraging them to try the platform - Referral programs: Implementing referral programs that incentivize existing customers and partners to refer new businesses to Databricks - Strategic partnerships: Collaborating with other companies, such as cloud providers (e.g., Amazon Web Services), software vendors, or consulting firms, to expand Databricks' reach into new markets - Webinars and online events: Hosting webinars, online conferences, and workshops on topics like data science, machine learning, and big data analytics to showcase expertise and build brand awareness - Sales enablement: Providing sales teams with the necessary tools, training, and content to effectively promote Databricks to potential customers - Customer advocacy programs: Encouraging satisfied customers to share their experiences and success stories with others in the industry, helping to build credibility and trust among potential customers - Trade shows and conferences: Attending and sponsoring trade shows, conferences, and meetups related to big data analytics, AI, and cloud computing to connect with potential customers and showcase Databricks' capabilities - PR and media outreach: Reaching out to media outlets, industry publications, and analysts to share company news, thought leadership content, and success stories to build visibility and credibility



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16	Yelp	<ul style="list-style-type: none"> - Content marketing: Creating informative blog posts, guides, and articles on topics related to local business reviews, customer service, and community building - Social media: Utilizing platforms like Facebook, Twitter, Instagram, and LinkedIn to share company news, industry insights, and user-generated content - Search engine optimization: Optimizing the Yelp website and online presence to rank higher in search engine results pages for relevant keywords - Pay-per-click advertising: Running targeted campaigns on Google Ads, Bing Ads, or other platforms to reach potential customers actively searching for local business listings - Email marketing: Building an email list and sending targeted campaigns to subscribers showcasing new businesses, special promotions, and community news - Referral programs: Implementing referral programs that incentivize existing users to refer friends and family to Yelp - Strategic partnerships: Collaborating with other companies, such as local business associations, travel agencies, or ride-sharing services, to expand Yelp's reach into new markets - Webinars and online events: Hosting webinars, online conferences, and workshops on topics like online reputation management, social media marketing, and local SEO to showcase expertise and build brand awareness - Sales enablement: Providing sales teams with the necessary tools, training, and content to effectively promote Yelp to potential customers - Customer advocacy programs: Encouraging satisfied users to share their experiences and success stories with others in the industry, helping to build credibility and trust among potential customers - Trade shows and conferences: Attending and sponsoring trade shows, conferences, and meetups related to local business listings, online marketing, and community building to connect with potential customers and showcase Yelp's capabilities - Search and discovery: Improving search functionality and discovery features to help users find new businesses and services on the platform



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17	TeamViewer	<ul style="list-style-type: none"> - Website: The official website serves as a central hub for potential customers to learn about the software, its features, and pricing - Social media: Has a strong presence on social media platforms like Twitter, Facebook, LinkedIn, and YouTube, where they share tutorials, tips, and industry-related content to engage with their audience - Content marketing: Creates informative blog posts, whitepapers, and case studies that showcase the benefits of remote access and control in various industries - Email marketing: Uses email marketing campaigns to promote its software, offer special promotions, and nurture leads through the sales funnel - Paid advertising: Runs targeted paid advertising campaigns on Google Ads, LinkedIn Ads, and other platforms to reach potential customers actively searching for remote access solutions - Partnerships and integrations: Collaborates with system administrators, IT service providers, and software vendors to offer its solution as part of their services or products - Trade shows and events: Attends trade shows, conferences, and user group meetings to showcase its software, network with potential customers, and demonstrate its value proposition - Referral program: Has a referral program that incentivizes existing customers to refer new customers, providing discounts or other rewards for successful referrals - Sales teams: Has a dedicated sales team that engages with potential customers through phone calls, demos, and on-site presentations to close deals - Free trial: Offers a free trial version of its software, allowing potential customers to experience the product firsthand before committing to a paid plan - Case studies and testimonials: Shares success stories and testimonials from existing customers to build credibility and trust with potential customers



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18 19	Coursera Udemy	<ul style="list-style-type: none"> - Content marketing: The platform creates high-quality educational content that attracts potential learners and partners with top universities to promote their courses - Email marketing: Uses email marketing campaigns to nurture leads, promote courses, and build relationships with customers - Referral program: Has a referral program that incentivizes existing customers to invite friends and colleagues to take courses on the platform - Social media: Coursera is active on various social media platforms, including Twitter, LinkedIn, Facebook, and Instagram, where it shares course promotions, updates, and engaging content - Influencer partnerships: Partners with influencers in education, technology, and other relevant fields to promote its courses and reach new audiences - Paid advertising: Uses paid advertising channels like Google Ads, Facebook Ads, and LinkedIn Ads to target potential learners and drive traffic to its website - Partnerships and collaborations: Collaborates with top universities, organizations, and companies to offer exclusive courses, promote their brand, and expand its reach - Search engine optimization: Optimizes its website for search engines to improve visibility, drive organic traffic, and attract potential learners - Content partnerships: Partners with content creators, publishers, and media outlets to produce high-quality educational content that attracts new audiences - Employer marketing: Targets employers and HR professionals to promote its courses as a way to upskill employees and enhance organizational capabilities



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20	Semrush	<ul style="list-style-type: none"> - Content marketing: Creates high-quality, informative blog posts, guides, and resources on digital marketing topics, which attract potential customers looking for expertise in the field - SEO audits and reviews: Offers free SEO audits and reviews to help businesses identify areas of improvement for their websites, which this helps build trust and generates leads - Social media marketing: Is active on social media platforms like Twitter, LinkedIn, Facebook, and YouTube, where it shares valuable content, participates in online discussions, and engages with potential customers - Paid advertising: Runs targeted advertising campaigns on Google Ads, Facebook Ads, and LinkedIn Ads to reach businesses looking for digital marketing solutions - Email marketing: Has an email newsletter that provides exclusive content, tips, and updates on digital marketing trends, which helps build a relationship with potential customers and encourages them to try out the software - Partnerships and collaborations: Partners with other businesses, such as web design agencies, digital marketing firms, and e-commerce platforms, to offer bundled solutions and expand its reach - Referral program: Has a referral program that incentivizes existing customers to refer new customers in exchange for rewards and discounts - Webinars and online events: Hosts webinars, online conferences, and workshops on digital marketing topics, which attract potential customers looking for education and expertise - Case studies and success stories: Shares success stories and case studies of businesses that have used their tools to improve their digital marketing efforts, demonstrating the value of their software - Free trials and demos: Offers free trials and demos of its software, allowing potential customers to experience the tool firsthand and build trust in the brand



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21	Shutterstock	<ul style="list-style-type: none">- Search engine optimization: Optimizes its website and content for search engines to improve visibility and attract organic traffic- Pay-per-click advertising: Runs targeted ads on platforms like Google AdWords and Bing Ads to reach potential customers searching for stock photos and videos- Social media marketing: Leverages social media platforms like Twitter, Facebook, Instagram, and LinkedIn to promote its content and engage with potential customers- Content marketing: Creates high-quality, relevant, and valuable content (e.g., blog posts, guides, and tutorials) to attract and retain customers- Influencer partnerships: Partners with influencers in the creative industry to showcase its content and reach a wider audience- Email marketing: Builds an email list and sends targeted campaigns to subscribers to promote new content, special offers, and other relevant information- Referral programs: Incentivizes existing customers to refer friends and colleagues in exchange for rewards or discounts- Partnerships with creative agencies: Partners with creative agencies, designers, and marketers to offer its content as part of their services- Online communities: Engages with online communities like Reddit, Quora, and Stack Overflow to provide valuable information and promote its content- Paid advertising on YouTube: Runs paid ads on YouTube to target video creators and filmmakers who need stock footage for their projects- Affiliate marketing: Partners with affiliates who promote its content to their audiences in exchange for a commission



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22	ZipRecruiter	<ul style="list-style-type: none"> - Search engine optimization: Optimizes its website for search engines like Google, Bing, and Yahoo to improve visibility and drive organic traffic - Pay-per-click advertising: Runs ads campaigns on platforms like Google Ads, Facebook Ads, and LinkedIn Ads to target specific job seeker demographics and recruiters - Social media marketing: Leverages social media channels like Facebook, Twitter, Instagram, and LinkedIn to promote its platform and engage with potential users - Content marketing: Creates informative content (blog posts, videos, podcasts) on job search topics, recruitment best practices, and industry trends to attract and educate its target audience - Influencer partnerships: Collaborates with influencers in the job search and recruitment space to promote its platform to their followers - Partnerships with job boards: Partners with popular job boards like Indeed, Glassdoor, and LinkedIn Jobs to cross-promote each other's services - Referral programs: Offers referral programs that incentivize existing users to refer new users in exchange for rewards or discounts on its services - Email marketing: Uses email marketing campaigns to nurture leads, promote job openings, and offer exclusive content to its subscribers - Event marketing: Participates in industry events, conferences, and trade shows to showcase its platform and connect with potential users and recruiters - Content sharing: Shares user-generated content (e.g., resumes, cover letters) on its website and social media channels to build trust and credibility with job seekers and recruiters - Partnerships with hiring managers: Partners with hiring managers and HR professionals to promote its platform as a convenient way to find candidates



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23	Trustpilot Group	<ul style="list-style-type: none"> - Search Engine Optimization: Optimizes the website and content for search engines like Google, Bing, and Yahoo, making it easier for potential customers to find them when searching for review platforms - Content Marketing: Creates informative blog posts, guides, and whitepapers on topics related to reviews, customer experience, and business growth, which helps attract potential customers who are interested in learning more about the benefits of reviews - Paid Advertising: Runs paid advertising campaigns on Google Ads, Facebook Ads, LinkedIn Ads, and other platforms to reach potential customers actively searching for review solutions - Partnerships and integrations: Partners with businesses, industry associations, and other organizations to promote their platform and offer value-added services like review management tools and customer support - Referral program: Has a referral program that incentivizes existing users to refer friends and colleagues to the platform - Social media: Maintains an active presence on social media platforms like Twitter, LinkedIn, and Facebook, sharing engaging content, industry news, and company updates to attract new followers and customers - Email marketing: Sends targeted email campaigns to potential customers, promoting their platform and offering valuable resources, such as e-books, webinars, and case studies - Influencer marketing: Partner with influencers in the customer experience and review industries to promote their platform to their followers - Organic word-of-mouth: By providing a valuable service (review management) and supporting businesses in improving their customer experience, the company generates word-of-mouth referrals and recommendations from satisfied customers



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24	Similarweb	<ul style="list-style-type: none">- Content marketing: Creates informative blog posts, guides, and eBooks on various topics related to digital marketing, SEO, and web analytics- Paid advertising: Uses targeted online ads (Google Ads, Facebook Ads) to reach potential customers in the digital marketing and web analytics niches- Influencer marketing: Partners with influencers and thought leaders in the digital marketing space to promote their tools and services- Social media: Leverages social media platforms (LinkedIn, Twitter, Facebook) to share engaging content, provide value, and build brand awareness- Email marketing: Builds an email list of potential customers and sends targeted newsletters with valuable content, promotions, and updates about their tools- Partnerships and integrations: Partners with other web analytics and digital marketing tools to expand its reach and offer integrated solutions to users- Referral program: Has a referral program that incentivizes existing customers to refer new customers, providing discounts or rewards for successful referrals- SEO optimization: Optimizes the website for search engines to improve visibility and attract organic traffic from potential customers searching for web analytics tools- Paid partnerships: Partners with paid content platforms (e.g., Ahrefs, SEMrush) to offer bundled solutions or co-branded content to their audiences



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25 26	Figma Lucidchart	<ul style="list-style-type: none"> - Content marketing: Creates valuable content, such as blog posts, videos, and webinars, that educate designers and developers about the benefits of using a cloud-based design tool - Influencer marketing: Partners with influential designers, developers, and industry leaders to promote their platform, these influencers share their experiences with Figma on social media, blog posts, or videos, helping to build credibility and attract new users - Referrals and word-of-mouth: Incentivizes existing customers to refer friends and colleagues to the platform - Paid partnerships: Partners with companies that offer complementary services, such as web development tools or design agencies, to promote their platform to potential customers - Academic and education channels: Offers free plans for students and educators, making it accessible to a wider audience as well as partners with educational institutions to integrate their platform into curriculum programs - Design community engagement: Actively engages with the design community through events, meetups, and online forums - PR and media outreach: Secures media coverage through PR outreach, pitching stories to design and tech publications, and showcasing their platform as a leader in the industry - Strategic alliances: Forms strategic partnerships with other companies that offer complementary services, such as design studios or product development agencies, to expand their customer base



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27	Amplitude	<ul style="list-style-type: none">- Content marketing: Creates high-quality blog posts, videos, guides, and webinars to educate potential customers about product analytics, user behavior, and data-driven decision-making- Social media: Utilizes platforms like LinkedIn, Twitter, Facebook, and Instagram to share valuable content, engage with users, and build brand awareness- Influencer marketing: Partners with industry influencers, thought leaders, and product advocates to promote Amplitude's value proposition and reach new audiences- Paid advertising: Runs targeted Google Ads, LinkedIn Ads, Facebook Ads, and native ads to reach potential customers actively searching for product analytics solutions- Referrals and word-of-mouth: Encourages happy existing customers to refer friends and colleagues in exchange for incentives or rewards- Partnerships and integrations: Collaborates with complementary products and services to expand Amplitude's reach and offer value-added solutions to users- SEO optimization: Optimizes Amplitude's website for search engines to improve visibility and attract organic traffic- Email marketing: Builds an email list and sending targeted campaigns to nurture leads and encourage conversions- Account-based marketing: Focuses on high-value accounts and decision-makers to tailor marketing efforts and deliver personalized content



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28	Evernote	<ul style="list-style-type: none">- App store optimization: Has optimized its app's visibility in the Apple App Store and Google Play Store through keywords, descriptions, and screenshots to attract organic downloads- Influencer marketing: Has partnered with influencers, bloggers, and content creators to promote its app and share their own experiences with the platform- Social media: Has leveraged social media platforms like Twitter, Facebook, and LinkedIn to engage with users, share tips and best practices, and promote new features- Content marketing: Creates high-quality blog posts, videos, and guides that provide valuable information on note-taking, productivity, and organization, which helps attract potential users- Paid advertising: Uses paid advertising channels like Google Ads, Facebook Ads, and LinkedIn Ads to target specific audiences and drive downloads- Referral marketing: Encourages existing users to refer friends and family in exchange for rewards or bonuses- Email marketing: Has built an email list and sends regular newsletters with updates, promotions, and valuable content to subscribers- Partnerships and integrations: Has integrated its app with other popular services like Google Drive, Microsoft Office, and Slack, which helps expand its user base through these partnerships- User-generated content: Showcases user-created content, such as notes, notebooks, and projects, to inspire and engage potential users



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29	Flo	<ul style="list-style-type: none"> - Social media: Facebook, Instagram, Twitter, Pinterest, and other platforms to reach a wider audience - Influencer marketing: Partners with social media influencers, bloggers, or content creators in the health and wellness space to promote the app - Content marketing: Creating informative blog posts, videos, podcasts, or guides that provide valuable information on women's health, menstrual health, and wellness topics - Paid advertising: Google Ads (search and display ads), Facebook Ads, and Instagram Ads to reach potential users actively searching for health-related content - Referral marketing: Encourages existing users to refer friends and family in exchange for rewards or incentives - Email marketing: Builds an email list and sending targeted promotional emails, newsletters, or educational content to subscribers - Partnerships and collaborations: Partners with healthcare providers, gynecologists, or other related businesses to promote the app - App store optimization: Optimizes the app's visibility in the app stores by using relevant keywords, descriptions, and icons - User-generated content campaigns: Encourages users to share their experiences with the app on social media, creating a sense of community and social proof - Paid affiliate partnerships: Partners with affiliates who can promote the app to their audience in exchange for commissions



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#	Project	User acquisition channel
30	Grammarly	<ul style="list-style-type: none"> - Search engine optimization: Optimizes its website for search engines like Google to improve visibility and drive organic traffic - Content marketing: Creates high-quality content, such as blog posts, guides, and tutorials, that provide value to potential customers and establish the brand as a thought leader in the writing assistant space - Influencer partnerships: Partners with influencers in the writing and education communities to promote its products and reach new audiences - Paid advertising: Uses targeted paid advertising on platforms like Google Ads, Facebook Ads, and LinkedIn Ads to reach potential customers actively searching for writing assistance tools - Email marketing: Builds an email list of subscribers who are interested in its products and services, and sends regular newsletters with promotions, tips, and updates to keep them engaged - Referral program: Offers a referral program that incentivizes existing customers to refer friends and colleagues to the platform, providing discounts or rewards for successful referrals - Partnerships with education institutions: Partners with educational institutions to offer its products as part of their writing programs, expanding its reach to students and teachers - Social media: Has a strong presence on social media platforms like Twitter, Facebook, and LinkedIn, where it shares valuable content, engages with users, and promotes its products - App store optimization: Optimizes its mobile app listing in the App Store and Google Play to improve visibility and drive downloads - Affiliate marketing: Partners with affiliate marketers who promote its products to their audiences in exchange for a commission on sales generated through their unique referral links