

Perennial

Go-To-Market Launch Plan

Evergreen Campaign Builder — General Availability Launch

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Document type: GTM Launch Plan (Portfolio piece — Perennial is a fictional SaaS company)

Launch tier: Tiered — existing users (Phase 1) → broad market (Phase 2)

Target GA date: Q3 2025

This document demonstrates product marketing strategy, positioning, and go-to-market methodology. All personas, metrics, and case study references are illustrative. Strategic frameworks reflect real PMM methodology from direct experience managing 40+ annual campaigns at Sourcebooks.

Why now. Why this. Why it wins.

The publishing industry's marketing infrastructure was built for frontlist launches. The Evergreen Campaign Builder is the first tool designed from the ground up for the way backlist actually works — and it arrives exactly as BookTok, digital retail, and the creator economy have permanently changed how readers discover books they weren't looking for.

Industry data consistently shows that 60–70% of publisher revenue comes from titles published more than 12 months ago. Yet the tools authors and publishers use to market those titles haven't changed: manual email blasts, reactive social posts, and launch-style campaigns recycled long after the launch energy has evaporated.

Three forces are converging to create a rare market opportunity:

- **BookTok, StoryGraph, Amazon recommendations** — Algorithmic discovery has extended the viable life of backlist titles.
- **The creator economy has trained audiences to have ongoing relationships with authors.** Readers now expect ongoing engagement, not just launch noise.
- **The infrastructure that once required a marketing team is now available to an indie author.** Automation has become accessible to individual creators.

Perennial's Evergreen Campaign Builder closes that gap — giving authors and publishers a system to build campaigns once and run them forever, activating automatically when reader signals indicate a title is having its moment.

Who we're building this for.

Two distinct buyer profiles with meaningfully different motivations, workflows, and success metrics. Our launch strategy speaks to both — but in different registers and through different channels.

Primary ICP: The Mid-Career Independent Author

Attribute	Detail
Name	The Established Indie — "Sarah K."
Profile	Self-published or hybrid author, 4–12 published titles, 3–10 years into her career. Has a newsletter and some social presence. Makes meaningful but inconsistent income from her catalog.
Goal	Grow revenue from existing titles without writing faster. She's already created the assets — she wants to monetize them more effectively.
Pain point	She knows her older titles have untapped potential but doesn't have the bandwidth to run individualized campaigns for each one. Burned by one-size-fits-all tools that don't understand publishing rhythms.
Trigger moment	A backlist title suddenly spikes on StoryGraph or gets mentioned in a BookTok trend — and she has no campaign ready to capitalize on it.
Watering holes	Author communities on Facebook and Discord, writing podcasts (Indie Author Mindset, The Creative Penn), BookTok, publishing newsletters (The Hot Sheet, Written Word Media).
Buying behavior	Tool-averse but pragmatic. Will pay for tools that prove ROI quickly. Influenced heavily by peer recommendations from authors she respects.

Secondary ICP: The Independent Publisher (Catalog Manager)

Attribute	Detail
Name	The Small Publisher — "Daniel W."
Profile	Founder or marketing director at an indie press managing 50–300 titles across multiple authors. Understands catalog value intellectually but lacks the tooling to act on it systematically.
Goal	Build a repeatable backlist marketing system that doesn't require manual effort for each title. Justify marketing spend on catalog titles to authors and stakeholders.
Pain point	Cobbling together tools: Mailchimp for email, spreadsheets for tracking, manual social scheduling. Every backlist campaign requires starting from scratch.
Trigger moment	A frontlist launch underperforms and the team is asked to find incremental revenue without increasing headcount or budget.
Watering holes	IBPA, Publishing Perspectives, Edelweiss, Frankfurt and BEA adjacent content, LinkedIn publishing groups.

Attribute	Detail
Buying behavior	More deliberate than indie authors. Will require a demo, ROI case, and often involves a second stakeholder. Longer sales cycle but higher LTV.

What we say and why it lands.

Positioning Statement

For independent authors and small publishers who are leaving revenue on the table between launches, Perennial's Evergreen Campaign Builder is the only backlist marketing automation tool that lets you build campaigns once and activate them automatically — so your catalog keeps working even when you're not. Unlike general-purpose email or social tools, Perennial is built specifically for the rhythms of publishing: it knows the difference between a launch and a moment.

Messaging Hierarchy

Primary message (awareness level)

Write once, market perennially.

Use when: top-of-funnel content, paid social, PR, thought leadership.

Secondary message (consideration level)

Build your campaigns once. Let Perennial run them when your readers are ready.

Use when: product pages, demos, email nurture, comparison content.

Proof message (decision level)

Authors using Perennial's Evergreen Campaign Builder see an average 3.2x revenue lift from backlist titles within 90 days of activation.

Use when: bottom-of-funnel content, sales calls, pricing pages, case studies.

Messaging by Persona

Message layer	For Sarah K. (Indie Author)	For Daniel W. (Publisher)
Hero message	You've already written the books. Perennial makes sure they keep finding readers.	Your catalog is your most undermarketed asset. Perennial changes that.
Value prop	Stop rebuilding campaigns from scratch every time a title gets a moment. Build once, activate automatically.	Replace three disconnected tools with one system built for catalog management at scale.
Proof point	Maya Chen added 4,000 readers to her list in six weeks when her 2020 romance trended on BookTok.	Reverie Books reallocated 30% of marketing spend to backlist and saw 40% YoY catalog revenue growth.
Objection handled	"I don't have time." → Most authors set up their first campaign in under 45 min. It runs itself after that.	"We already have Mailchimp." → Mailchimp doesn't know what's trending on StoryGraph. Perennial does.

Tone & Voice Guidelines

- **We use the industry's own vocabulary (backlist, frontlist, ARC, evergreen) without explaining it.**
Publishing-literate.
- **We don't oversell. We don't say "revolutionary." We say "3.2x revenue lift."** Quietly confident.
- **This is a tool for professionals. Warmth comes from empathy, not exclamation points.** Warm but not cute.
- **We never say "boost your marketing." We say "activate a pre-built campaign the moment your title starts trending."** Specific over general.

Where we win. Where we're honest.

Competitive Landscape

	Mailchimp / Klaviyo	ConvertKit / Beehiiv	Perennial ECB
Built for publishing	X Generic e-commerce / DTC	X Creator-focused, not publishing-specific	✓ Designed around catalog, not campaigns
Signal-triggered automation	X Requires manual trigger	X Requires manual trigger	✓ Activates on reader signals automatically
Backlist-specific workflows	X None	X None	✓ Catalog, evergreen & re-engagement templates built in
Community + sales connection	X No community layer	■ Newsletter-focused only	✓ ARC readers, ambassadors, and sales data in one system
Price (comparable tier)	\$100–\$300/mo	\$25–\$100/mo	\$29–\$89/mo

Our Honest Limitations

- **Mailchimp has thousands. Ours are publishing-specific — lead with quality, not quantity.** Smaller template library at launch.
- **Email and community-first. This is a deliberate focus decision, not a gap.** No SMS or paid ad integration at GA.
- **Users with fewer than 3 titles won't see the full power at launch. Set this expectation in onboarding.** Requires catalog data to deliver full value.

Competitive Battle Card (Sales Use)

- **Don't position against them. Position around them.** "Perennial works alongside your existing tools — we integrate with Mailchimp. The difference is that Perennial knows *when* to activate a campaign, not just how to send one."
- **Use the signal-trigger distinction.** "Mailchimp is a great tool for sending emails you've already decided to send. Perennial tells you when to send them — and runs them automatically."
- **Use the publishing-literacy angle.** "Mailchimp doesn't know the difference between a launch and a backlist moment. Perennial does."

How we go to market.

Two deliberate phases: Phase 1 generates proof, advocates, and case study material from our existing user base. Phase 2 uses that proof to drive acquisition at scale.

Phase 1: Insider Launch (Weeks 1–4)

Target: Existing Perennial users on Perennial and Publisher plans.

Goal: Drive activation, collect proof, identify power users and case study candidates.

Week	Activity	Detail	Owner
Week 1	Beta invite	Email to top 20% of existing users (by engagement score). Subject: "You're first." Personal tone, clear value prop, direct access link.	PMM + CX
Week 1	In-app announcement	Feature announcement modal on dashboard login. 90-second explainer video + "Set up your first campaign" CTA.	PMM + Product
Week 2	Onboarding sequence	3-email drip: (1) Welcome + first campaign setup, (2) Signal tracking explainer, (3) "Your first campaign is live" milestone.	PMM + CX
Week 2	Community activation	Post in Perennial community hub. Seed with 2–3 team-created examples using real publishing scenarios.	Community
Week 3	Case study recruitment	Identify 3–5 users with strong early engagement. Personal CS outreach to invite case study participation.	CS + PMM
Week 4	Feedback synthesis	NPS pulse survey. Synthesize into product feedback report and messaging refinements before Phase 2.	PMM + Product

Phase 2: General Availability (Weeks 5–12)

Target: All Perennial tiers (feature gated by plan) + cold market acquisition.

Goal: Drive new signups, upgrade Seedling users, establish category leadership.

Week	Activity	Detail	Owner
Week 5	GA announcement	Press release + blog post distributed to Publishers Weekly, The Bookseller, and creator economy media.	PMM + PR
Week 5	Email to full list	Leads with Phase 1 proof point ("200+ authors have already activated"). Upgrade CTA for Seedling users.	PMM
Weeks 5–6	Influencer seeding	Outreach to 15–20 BookTok/Bookstagram authors (10K–100K followers). Gifted access for honest coverage.	Community + PMM
Week 6	Case study publish	First case study from Phase 1 recruitment. Target: romance or BookTok-adjacent author.	PMM + CS

Week	Activity	Detail	Owner
Weeks 6–8	Content engine	Pillar blog post, 2 thought leadership posts, 1 data-driven post, email nurture sequence.	Content + PMM
Weeks 8–12	Paid acquisition test	Meta and LinkedIn campaigns targeting indie author communities. \$5K test budget. Optimize to free trial conversion.	Growth + PMM
Week 12	Launch retrospective	Full debrief: metrics vs. targets, channel performance, messaging resonance, product feedback to leadership.	PMM

How we know it's working.

Metrics organized by launch phase and funnel stage. Each metric includes a target, measurement method, and rationale so the team understands what we're optimizing for — not just what we're measuring.

Phase 1 Metrics (Weeks 1–4)

Metric	Target	Measurement	Why it matters
Feature activation rate (existing users)	40% within 14 days	In-app event tracking	Baseline for product-market fit signal
First campaign setup completion	70% of activators	In-app funnel tracking	Measures onboarding friction
Beta email open rate	≥40%	Email platform (Mailchimp)	Validates messaging resonance with warm audience
NPS (Phase 1 users, Week 4)	≥50	In-app NPS survey	Indicates readiness to amplify via word of mouth
Case study candidates identified	5+ qualified	CS team tracking	Pipeline for Phase 2 social proof

Phase 2 Metrics (Weeks 5–12)

Metric	Target	Measurement	Why it matters
New free trial signups (launch-attributed)	500 in 8 weeks	UTM tracking + CRM	Primary acquisition KPI
Trial-to-paid conversion rate	≥25%	CRM (Salesforce/HubSpot)	Revenue impact of the launch
Seedling → Perennial upgrades	15% of Seedling base	Billing platform + CRM	Expansion revenue from existing users
GA announcement email CTR	≥5%	Email platform	Measures messaging effectiveness at scale
Content organic traffic (8-week)	10,000 sessions	Google Analytics	Long-term SEO and brand visibility
Influencer campaign reach	500K+ impressions	Creator reporting + social listening	Brand awareness in target community
Case studies published	2 by Week 8	Content calendar	Sales enablement and proof pipeline

Equipping the team to win the conversation.

Responses for sales, customer success, and community team members. Organized by persona and objection type. Language is conversational — use as a starting point, not a script.

Objections from Sarah K. (Indie Author)

"I don't have time to set up another tool."

Most authors set up their first Evergreen Campaign in under 45 minutes — and it runs automatically after that. The whole point is that you spend time setting it up once so you don't have to keep doing it manually. The first campaign is the hardest. The tenth takes ten minutes.

"I'm already using Mailchimp / ConvertKit."

Perennial integrates with both. You don't have to replace anything. The difference is that Mailchimp doesn't know when your book is trending on StoryGraph. Perennial does — and it activates your campaign automatically. Think of it as the intelligence layer on top of the email tool you already use.

"I only have a few backlist titles. Is this really for me?"

Honestly, it's even more powerful with a smaller catalog. If you have three or four titles, Perennial helps you build a reader journey that moves people through all of them — turning a one-book reader into a three-book reader. Authors with smaller catalogs often see the highest per-title lift.

"I'm not sure my books have enough of an audience."

This is exactly the situation Perennial is built for. You don't need a massive existing audience — you need to be ready when a new audience finds you. Evergreen campaigns mean that when someone discovers your book through a BookTok video, there's a system ready to welcome them and move them toward your next title.

Objections from Daniel W. (Publisher)

"We have a marketing team. Why do we need a tool?"

Perennial doesn't replace your marketing team — it gives them leverage. Right now, every backlist campaign requires starting from scratch. Perennial lets them build a template once and reuse it every time a title gets a signal. That's hours of work per campaign, multiplied across hundreds of titles. Your team does the thinking. Perennial executes it.

"How do we justify the cost to our authors?"

Publishers using Perennial consistently see backlist revenue lift within 90 days. The conversation with authors becomes: we now have a system that actively markets your catalog — not just your new titles. For authors frustrated by post-launch silence, that's a meaningful differentiation.

"We're already paying for Salesforce / HubSpot."

CRM tools are built for tracking relationships, not publishing-specific marketing workflows. They don't have catalog signal tracking, they don't know what's trending in reading communities, and they weren't designed with the author-reader relationship in mind. Perennial integrates with your CRM — it's the publishing-specific layer on top of it.

A note on this document

This GTM launch plan was created as a portfolio piece to demonstrate product marketing strategy, positioning, and go-to-market execution. Perennial is a fictional SaaS company. All personas, metrics, and case study references are illustrative. The strategic frameworks reflect real PMM methodology developed through direct experience managing campaigns for 40+ titles annually at Sourcebooks, building and scaling ambassador programs, and working across the author and publishing community.

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