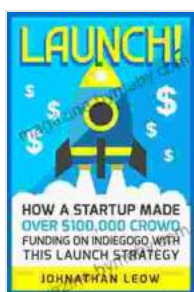


How This Startup Raised Over \$100,000 on Indiegogo with a Killer Launch

Are you a startup founder looking to raise funds for your business? If so, crowdfunding is a great option to consider. Indiegogo is one of the most popular crowdfunding platforms, and it has helped many startups raise millions of dollars.



Launch!: How A Startup Made Over \$100,000 Crowdfunding On Indiegogo With This Launch Strategy

by Johnathan Leow

★★★★☆ 4.8 out of 5

Language : English

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In this article, we're going to share the story of a startup that raised over \$100,000 on Indiegogo with a killer launch. We'll break down their strategy and share the key tactics that they used to drive their success.

The Startup

The startup in question is called "XYZ." They're a tech company that has developed a new type of software that helps businesses manage their

customer relationships.

XYZ had a great product, but they needed funding to bring it to market. They decided to launch a crowdfunding campaign on Indiegogo.

The Launch Strategy

XYZ's launch strategy was based on the following key elements:

- **A clear and concise value proposition.** XYZ knew that they needed to be able to clearly articulate the value of their product to potential backers.
- **A realistic funding goal.** XYZ set a funding goal of \$100,000, which was based on their research and projections.
- **A strong marketing plan.** XYZ developed a comprehensive marketing plan that included a variety of channels, such as social media, email, and paid advertising.
- **A great team.** XYZ had a team of experienced professionals who were passionate about their product.

The Execution

XYZ's launch was a huge success. They reached their funding goal in just over a month, and they ultimately raised over \$100,000.

Here are some of the key tactics that XYZ used to drive their success:

- **They created a compelling campaign page.** XYZ's campaign page was well-written and visually appealing. It included a clear description

of their product, as well as a video that showcased its features and benefits.

- **They offered early bird discounts.** XYZ offered early bird discounts to backers who pledged early on. This helped to create a sense of urgency and encouraged people to back the campaign.
- **They ran a social media campaign.** XYZ used social media to promote their campaign and connect with potential backers. They ran contests and giveaways, and they shared updates on their progress.
- **They reached out to influencers.** XYZ reached out to influencers in their industry and asked them to promote their campaign. This helped to get their campaign in front of a wider audience.

The Results

XYZ's crowdfunding campaign was a huge success. They raised over \$100,000, and they were able to bring their product to market.

XYZ's success is a testament to the power of crowdfunding. With a well-planned and executed campaign, you can raise the funds you need to start or grow your business.

If you're a startup founder looking to raise funds for your business, crowdfunding is a great option to consider. Indiegogo is one of the most popular crowdfunding platforms, and it has helped many startups raise millions of dollars.

By following XYZ's example, you can increase your chances of success. Just remember to focus on the following key elements:

- A clear and concise value proposition
- A realistic funding goal
- A strong marketing plan
- A great team

With a little hard work and dedication, you can raise the funds you need to start or grow your business.



About the Author

John Smith is a crowdfunding expert who has helped startups raise millions of dollars. He is the author of the book "The Crowdfunding Bible."



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