# Zergo

Go to Market Summary

Zergo is on a very important mission: bringing lab-quality diagnostics to the comfort of your home. For the market to evolve from traditional lab-testing to at-home diagnostics, people need *trust* - not only in the technology, but in the brand itself. With trust at the forefront of our strategy, Zergo is on a path to become the leading community, content hub, and diagnostics tool for health-conscious consumers.

**Launch**

Leading up to the mid-2022 launch of our first product, our focus is on growing our organic following and e-commerce platform. Millions of people post their health questions and experiences on social media every day. We will tap into this audience by growing a community on zergo.com, complimented by a wide body of relevant expert content pieces.

We will use social channels like YouTube, Pinterest, Reddit, and Instagram to funnel high-intent future customers into our community. Simultaneously, we will launch our e-commerce platform and target pre-sales ~three months prior to launch. When our product is available for purchase, we will already have a significant, highly relevant, organic audience to tap into.

**Grow**

To supplement our organic funnel of customers, we will also layer in a paid acquisition strategy driven by what we’ve learned about our community’s online behavior. We will set up scalable feedback loops within our community to understand where they shop, talk about health, or get health information.

In addition to advertising on traditional PPC channels (Google, Facebook, Pinterest, etc.), we will focus on growing our referral program as millennial consumers tend to openly share product recommendations and health experiences with their community. Finally, we will explore B2B partnerships with both physicians and corporate wellness programs.