

MAZE

Launch Strategy

Table of contents

Overview

Pre-Launch

Launch and Funding

Promotion



Search

Add Link

Work the way you want
A new professional community for your independent journey
contra.com
Contra - Work the way you want
Contra is a new professional community for your independent journey. It provides all the tools you

@Shame_Artist
"If you want to be a better designer, don't study design books. Study sculpture. Study paintings. Study cars, watches, philosophers, movies, fiction, music, people. Study the world."
-@vanschneider - "Dear young designer"

PROJECTOR
Your all-in-one creative space
From live presentations to social posts, email graphics, GIFs, and videos, Projector helps you create and share visuals for all your channels.
projector.com
Projector - Create to captivate
Whether you're building your brand solo or with a team,

01_Sans-Serif
2020
What is your favorite Adobe Font?
And which one should we include in the next collection?
Typetopia
Let us know
Just your type
uxuiglobe

uxbucket
Sidebar Navigation Glass - Spotify 🎧👉

Watch on YouTube
https://www.youtube.com/watch?v=N6wjC0sxD2o

Overview

What is Maze?

**MAZE IS A TOOL FOR THOUGHT CREATED
BY DESIGNERS FOR DESIGNERS.**

It makes sense of your mind and gets you the inspiration to help you come up with ideas. It helps you effortlessly save every thought, idea and link in any form. Build your knowledge library and explore your flexible digital canvas for ideas.



PRE-LAUNCH

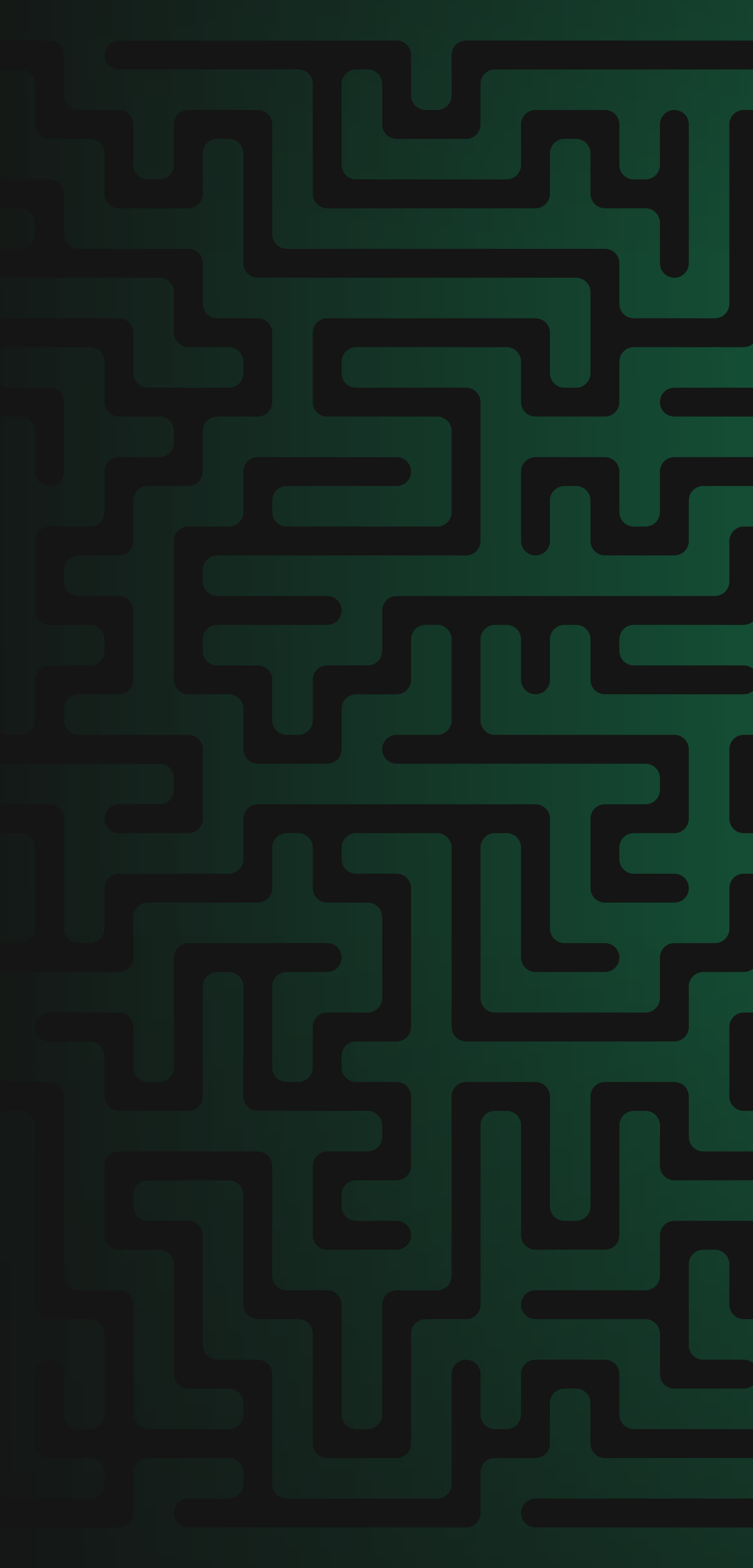
Core Marketing

Core Marketing

Social Media channels will be used to create an interest and curiosity surrounding Maze. This will help gather the first cohort of beta testers, and start building a small community of interested designers.

Twitter

Due to its design community, it is a great place to start a campaign and get established designers involved. The “**It all started with an idea**” campaign will let designers explain where their most famous designs originated. It will also include visuals and quotes about ideas and inspiration.



Website

During the Pre-Launch, the website will consist of a waiting-list link or login link for beta testers, and a mission statement to create interest. It'll be the main touchpoint to users at the beginning, where users will be told to keep their eyes peeled for what's coming.

Blog

The blog will be curated with articles about ideas, design processes and inspiration. Its aim will be to help engage designers and create a community of like-minded people.

Mural campaigns

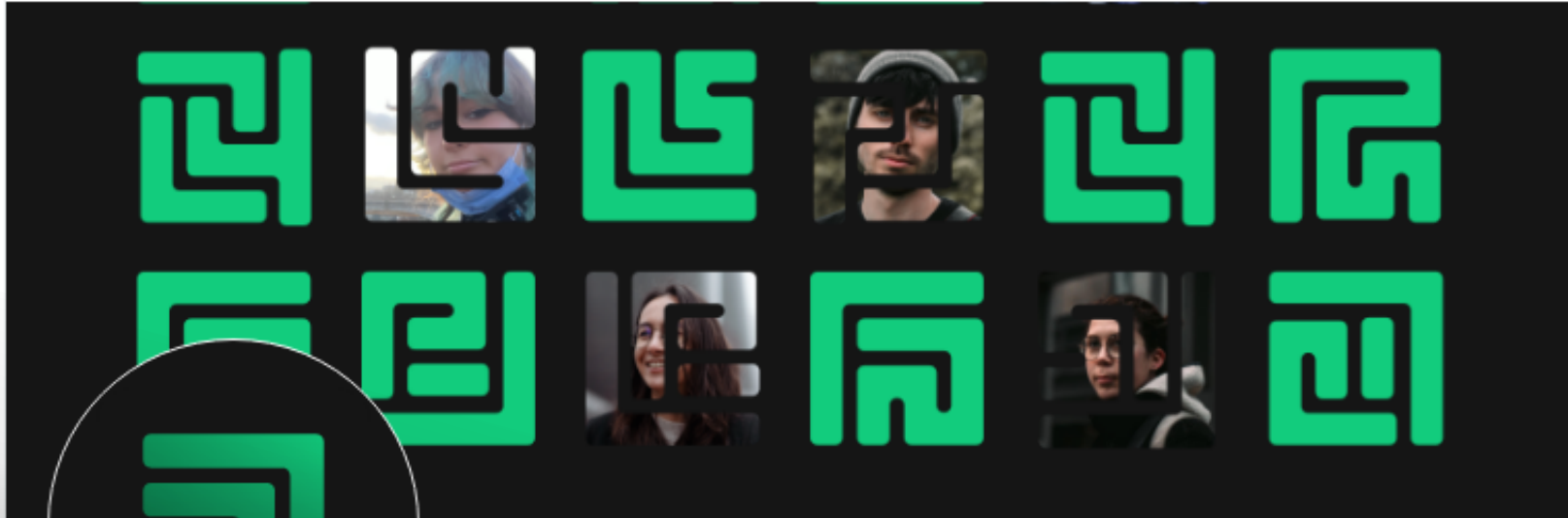
Maze is about creativity, inspiration and design. One way to engage with all those things is to collaborate with street artists to create beautiful murals in different cities. Inspiration can strike anywhere, on the way to work, on an afternoon stroll or a coffee break, and that's where you'll be able to find those murals. As well as indoor spaces like shared offices, design conferences, universities and independent coffee shops.





- Główna
- Przeglądaj
- Powiadomienia
- Wiadomości
- Zakładki
- Listy
- Profil
- Więcej

Maze
3 026 Tweetów



Obserwuj

Maze
@getmaze
Make sense of your mind and stay inspired.

Tłumacz opis
Ogród zoologiczny Earth getthemazeapp.com Dołączył/a maj 2020
3 Obserwowanych 18,6 tys. Obserwujących

Wyszukiwarka Twittera



Może Ci się spodobać

- Gavin Nelson @Gavmn Obserwuj
- Beam @getonbeam Obserwuj
- Linear Obserwuj

LAUNCH

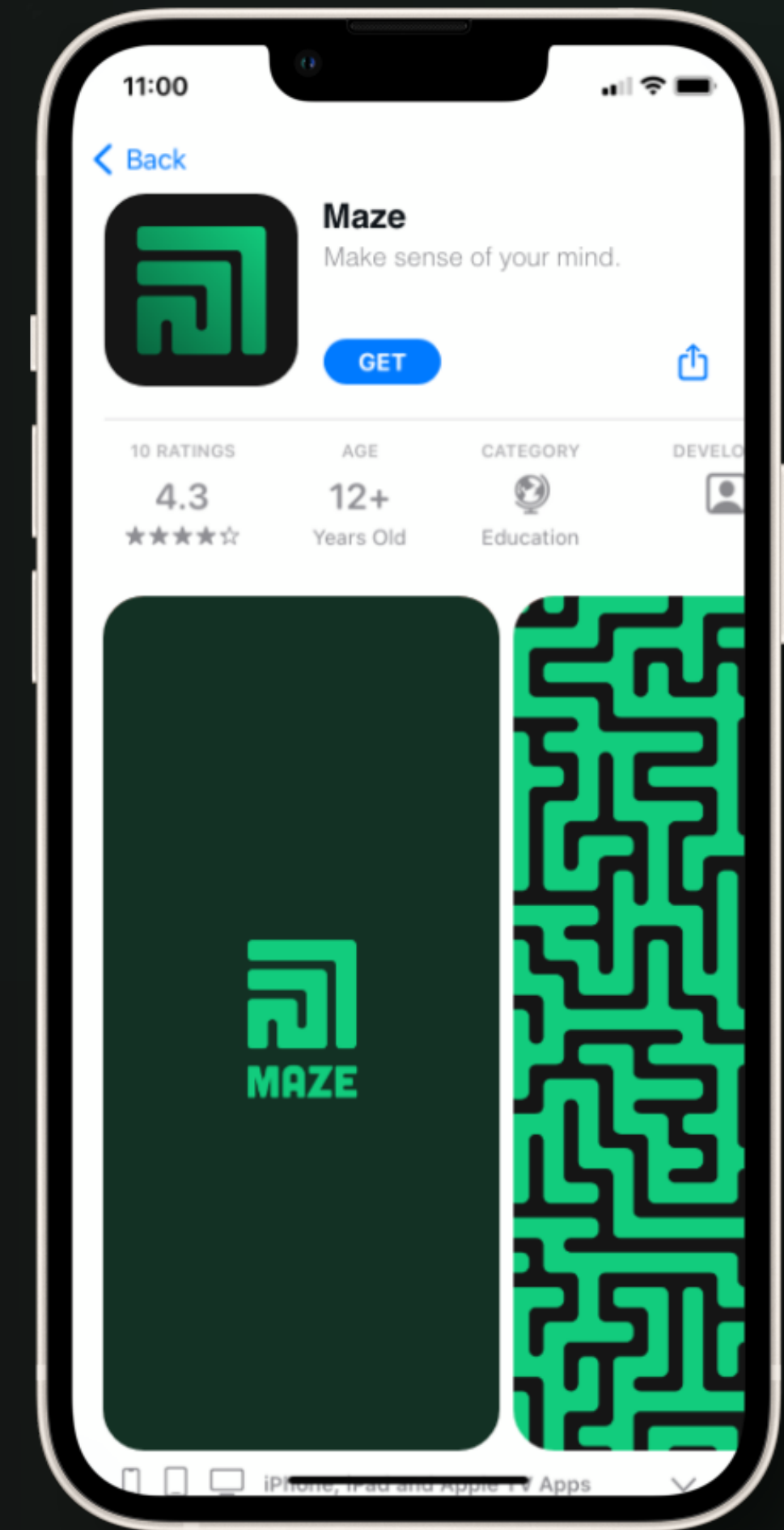
Launch and collaborators

Launch

At the launch, users will be able to create an account without joining a waitlist first.

Launching the app

At launch, Maze will be free to download for a single account with the possibility to upgrade to a paid team plan. Available on the App Store on desktop and mobile.



Collaborators

Getting renowned designers on board as collaborators and partners will help to validate Maze in the eyes of other designers. This will help to get the word out to a wider audience and to gain their trust.

AARON DRAPLIN

HOWARD PINSKY

CASSIDY WILLIAMS

Conferences

Maze installations at conferences will be part of the guerrilla marketing and will help Maze to stand out.

Walk through a maze, with creative quotes around every corner, and pin your own ideas for others to find.



PROMOTION

Reaching a wider audience

Product Hunt

To share Maze with a wider audience, it'll be submitted to Product Hunt to boost traffic to the website. It's the place to be for an early stage product.

Merchandise

Designers love merch, so engaged members of the community will receive merch boxes and will create more word of mouth engagement.

Coffee mugs and nicely designed t-shirts will be catching eyes in shared offices and during video calls with co-workers. The merch will feed into the office culture, and it will include:

Stationery, Stickers, Coffee mugs , Tote bags, T-shirts





www.producthunt.com/posts/getthemazeapp



Search Product Hunt

Products Community Tools Jobs About

Submit



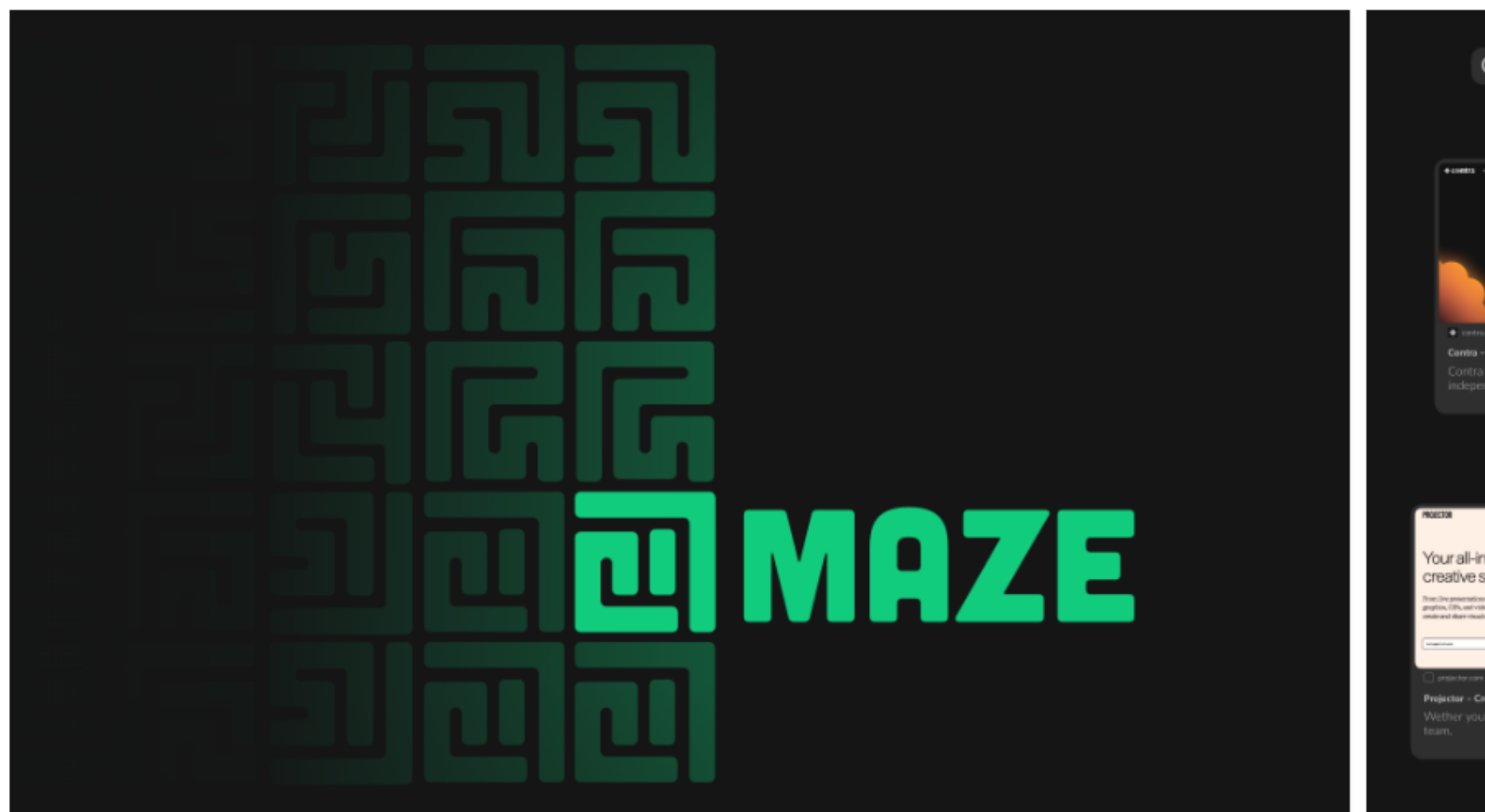
Maze

Make sense of your mind and stay inspired.

FREE

PRODUCTIVITY

+ 2



GET IT

UPVOTE 20



HUNTER



Jasmin Winiarski

Creative thinker & coffee drinker.

RELATED PRODUCTS



FUTURE

Goals for Maze

Future

The goal for Maze is to become a useful addition to a designer's toolkit, and eventually be featured as one of the apps at an Apple Event.



THANK YOU!

Stay inspired.

