GTMIQ · CASE STUDY

THE FILM ROOM: CONTENT-LED GROWTH

How I run go-to-market for a free football-knowledge app: social to earn attention, stories to build trust, the app and site to turn it into users. Free this season by design.

Updated Nov 2026

THE GOAL

Build an audience and learn what people actually use before charging anything. The app is free this season so the data can decide what a paid version should include next year. I build the games with AI-assisted coding and say so openly.

EARLY SIGNALS

400+
app users on iOS and web, all free so far

3X
posts per week on a fixed Monday / Wednesday / Friday rhythm

#3
MicroLaunch and Product of the Day at launch
See the MicroLaunch listing

These are users, not paying customers. Revenue is not part of this story yet. Figures as of November 2026.

EACH CHANNEL HAS ONE JOB

Channel	Job	What I do
Social (TikTok, Instagram)	Earn attention	Short hooks and clips on a set weekly rhythm, scheduled with AI assistance and reviewed before posting.
Blog	Tell the story, build search presence	Longer posts on the football-knowledge angle that social can't carry.
Mobile app	Turn interest into users	The core product: quizzes, games and modes that bring people back.
Website	Deepen engagement	More games, guides and learning content, and the home for anything not in the app.

THE WEEKLY RHYTHM

Monday
Product proof clip.

Wednesday
Hook and fan culture, built for reach, no product pitch.

Friday
Weekend predictions tease.

DECISIONS I MADE FROM THE DATA

- **Football only:** I narrowed from several sports to the one with traction and stopped promoting the rest.
- **Hid what wasn't earning its place** on the site, and kept guides, learning content and the AI radio show.
- **Free first, paid later:** pricing waits until usage shows what people value.

HOW I MEASURE IT

Leading indicators first: installs, return visits, time in the app, post engagement, and which content drives each. Revenue measures come once there is something to charge for.

WHAT IT SHOWS ABOUT HOW I WORK

I can plan a multi-channel system, run it on a steady cadence with AI assistance, cut what isn't working, and keep the claims honest. It's a different motion from outbound, and it uses the same discipline.