

CASE STUDY

Market Research, Go-to-Market Strategy & Business Development for a Sobriety App

Independent research & strategy engagement —10+ months

Project Overview

SoberIn40 is a company operating in the sobriety and addiction-recovery space, offering courses and related material aimed at supporting people going through recovery, as well as their families. I worked with them for approximately ten months as a research and strategy contributor, focused on understanding the company's target market, shaping its marketing and go-to-market approach, and supporting its business development activities.

My involvement spanned five connected areas: market and audience research, marketing and go-to-market strategy, content and SEO research, business development research, and outbound B2B campaign setup. Across all of these, my role was to provide the research foundation and strategic structure that the company's marketing and outreach decisions could be built on.

The Challenge

Company needed a clearer understanding of who it was actually trying to reach — a market that includes both people in recovery and the family members and loved ones around them — and how to communicate with each group differently. It also needed a more structured way to identify and approach potential business partners and larger clients (such as organisations, therapists, or insurance-adjacent contacts) rather than relying on generic outreach. My work was aimed at addressing these two gaps: sharpening audience understanding, and building a more systematic path to business development.

Research & Audience Analysis

A central part of the engagement was researching the target audience in depth — not just as a single group, but as distinct segments with different needs, motivations, and psychological triggers. I analysed the characteristics and behaviour of people directly affected by addiction, separately from the behaviour of their family members and loved ones, since the two groups search for information, express concern, and make decisions in noticeably different ways.

This research drew on customer psychology relevant to recovery and addiction — for example, the fact that a family member is often the one actively searching for solutions, and may be more reachable through content addressed to their fear and concern than through content addressed directly to the person struggling. I used this analysis to help refine how this company defined its “dream customer” segments, splitting them by pathway (health-related, relationship-related, or both) rather than treating the market as one undifferentiated audience.

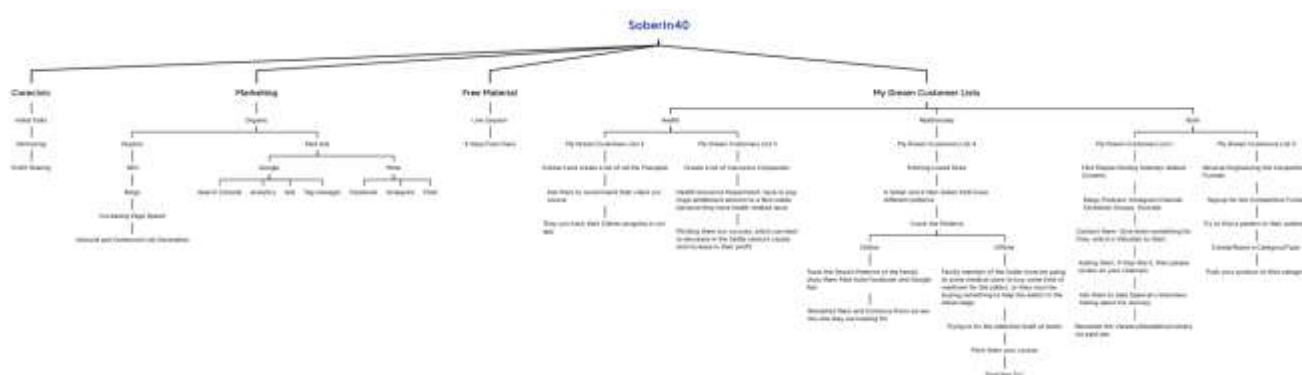


Figure 1. Strategic mind map developed during the engagement, mapping marketing channels, customer segments and business development routes for the company.

This map reflects the structure of the thinking behind the audience and channel work: it breaks the target market into segments (health-driven, relationship-driven, and combined pathways), sets out the reasoning for each — for instance, why a family member's buying behaviour around addiction differs from a person seeking recovery directly — and links each segment to a corresponding outreach approach, from content and paid channels through to direct business development contacts such as therapists and insurance providers.

Marketing & Go-to-Market Strategy

Using the audience research as a foundation, I contributed to company's marketing planning and go-to-market thinking. This included working through how the company should position its courses and material to different segments, and how it should sequence its channels — organic content and SEO first, supported by paid acquisition through Google and Meta, alongside a free-material funnel (such as a short introductory class) intended to move prospective customers toward a paid course.

I referenced concepts and frameworks from established marketing and business literature to help structure this thinking, rather than working from an unstructured or purely intuitive approach. The goal was to give SoberIn40 a more deliberate rationale for its marketing decisions — why a given channel or message was being used for a given segment — instead of ad hoc campaign activity.

Content & SEO Research

I researched blog and content topics relevant to company's audience, along with trending and relevant keywords in the recovery and sobriety space, to identify content opportunities grounded in what the audience was actually searching for and interested in. This research was intended to inform an organic content and SEO strategy — including technical considerations such as page speed and link building — as part of the broader organic marketing effort shown in the strategy work.

I also supported the company in adopting AI-assisted tools and workflows for content and marketing tasks, helping make the research and content-production process more efficient.

B2B Business Development & Outreach

Alongside consumer-facing marketing, I researched potential business development opportunities for SoberIn40 — organisations, professionals, and potential larger clients that the company could approach, including routes

such as therapists who might refer clients, and insurance-related contacts, as well as opportunities to sell courses and merchandise to other businesses.

I helped set up a B2B Rocket email automation campaign, which involved researching and defining the target audience and criteria for outbound prospecting. I applied the same customer-psychology thinking used in the consumer research to this outreach: rather than generic sales messaging, I worked on framing email and LinkedIn messages around the specific concerns and motivations of each prospect type, with the intention of making outreach feel relevant rather than templated. This included researching how to identify people already engaging with sobriety-related content, and reviewing how competitor funnels were structured, as inputs into refining the targeting.

What I Built / Contributed

- Market and audience research for the recovery/sobriety space
- Audience segmentation across health-driven, relationship-driven, and combined customer pathways
- Customer psychology research applied to messaging and channel choice
- Input into marketing planning and go-to-market strategy
- Content and keyword research to identify blog/content opportunities
- Business development research — identifying potential organisations, professionals, and prospects
- Targeting criteria and audience definition for B2B outreach
- Setup support for a B2B Rocket email automation campaign
- Drafting input for email and LinkedIn outreach messaging
- Support in adopting AI-assisted research and content workflows

Outcome / Business Support

This engagement did not centre on a single deliverable but on ongoing research and strategic input over ten months. In practical terms, the work:

- Created a research foundation for company's marketing and positioning decisions
- Helped the company define and better understand its distinct target audience segments
- Built the groundwork for a more systematic prospecting and outreach process
- Supported business development efforts through structured prospect and channel research
- Produced research-backed messaging directions for outbound campaigns
- Supplied content and keyword research to inform organic marketing
- Helped move marketing and outreach from an ad hoc approach toward a more structured one

Key Takeaway

This project reflects the type of work I do as a research and strategy contributor: breaking down a market into meaningful segments, understanding the psychology and behaviour behind those segments, and translating that research into practical marketing and business development actions. Rather than running the business or owning its outcomes, my contribution was to give this company a clearer, better-researched basis for the decisions it made — in its content, its positioning, and the way it approached potential customers and business partners.