

CASE STUDY

CPG Market Entry Strategy: \$264M Specialty Market, 7 Segments, Turnkey GTM Brief

Emerging CPG brand entering the US market with a single raw ingredient and no category playbook - delivered an executable go-to-market brief covering TAM, competition, channels, and influencer pipeline.

ENGAGEMENT

GTM Strategy & Market Entry

CLIENT

Emerging CPG · single-ingredient brand

SCOPE

TAM, competition, channels, influencers

THE CHALLENGE

An emerging CPG brand with a single specialty raw ingredient - and its origin story - wanted to enter the US market but had no category playbook, no sense of which verticals to prioritize, and no shortlist of distribution partners or influencers. The founder needed a GTM brief their ops and marketing team could execute against, not another framework deck. Output had to be opinionated, numbers-backed, and ready to hand to a media buyer or channel lead on day one.

DELIVERABLE - HEADLINE NUMBERS

\$264M Total addressable market mapped across 7 segments	7 Segments sized with spend, margin, buyer profile	75+ Influencers vetted with alignment scores	25M+ Combined influencer reach across shortlist
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MARKET MAP - WHERE THE \$264M SITS

Sized each viable application of the core ingredient. Prioritized segments by fit, margin structure, and how crowded the category already was:

Segment	Market size	Motion	Priority	Why
Beauty & personal care	\$99.7M	B2C premium	TIER 1	Highest margin, story-driven, influencer-friendly
Construction & building	\$85.0M	B2B technical	TIER 3	Long cycles, distributor-gated, poor brand leverage
Water filtration	\$25.0M	B2B + DTC	TIER 2	Clear technical story, private-label white space
Agriculture & specialty growing	\$19.5M	B2C enthusiast	TIER 1	Organic origin story lands - cheapest CAC of the seven
Animal feed	\$15.0M	B2B bulk	TIER 3	Commodity pricing; no premium pricing power
Industrial	\$12.0M	B2B contract	TIER 3	Outside brand DNA, requires specs and certs they do not have
Wellness & spa	\$8.0M	B2B + DTC	TIER 2	Small but premium; natural halo for Tier 1 beauty push

Market sizes retained verbatim from the original engagement. Segment names generalized; priority tiers reflect the recommendation delivered to the client.

Execution Playbook: Channels, Competitors, Influencers

COMPETITIVE PATTERN - WHAT WORKS IN THIS CATEGORY

Teardown of marketing approaches used by established players in each tier-1 segment. Three patterns repeat and form the basis of the recommended positioning:

- Proprietary ingredient mystique. Category leaders brand the raw material itself (e.g. trademarked "volcanic cluster" language) rather than the finished product. Higher price, lower substitution risk.
- Origin story as moat. Premium positioning is built on specific geographic provenance - a story competitors cannot photocopy. This client has a stronger origin story than three of the four category leaders.
- Retail scarcity as pull. Selective distribution (Sephora-style) outperforms broad availability for premium beauty. DTC-only can work for agriculture, but beauty requires shelf presence to signal legitimacy.

CHANNEL PLAN - 90-DAY LAUNCH STACK

Channel	Tier 1 segments	Role	Start
Shopify DTC	Beauty, Agriculture	Primary revenue + first-party data	Day 0
Amazon (Brand Registry)	Agriculture, Wellness	Search demand capture, reviews flywheel	Day 0
Independent garden centers	Agriculture	Margin-friendly offline proof	Day 30
Sephora / specialty beauty	Beauty	Premium validation; later phase	Day 180
Influencer / creator seeding	Beauty, Agriculture	Top-of-funnel at lower CAC than paid	Day 0
Paid social (Meta, TikTok)	Beauty, Agriculture	Scale after creator proof points land	Day 60

INFLUENCER PIPELINE - VETTED, TIERED, SCORED

Built a 75+ creator database scored on audience fit, engagement quality, and category alignment. Tier-1 shortlist of 12 creators - combined reach of 8.3M - could be activated in 30 days without a single paid partnership (seeding-first approach). Full list included contact surface, rate bands where public, and content format recommendations.

- Tier 1 - activate now. Creators who already cover adjacent categories (soil health, clean beauty, regenerative gardening) and accept product seeding without paid contracts.
- Tier 2 - 3-6 month development. Larger creators where a track record of organic mentions makes a paid partnership defensible at better rates.
- Tier 3 - aspirational. Category-defining voices (e.g. BBC-profile gardening presenters) reserved for year-two brand halo plays once US retail footprint is in place.

WHAT THE CLIENT WALKED AWAY WITH

- Market sizing across 7 segments with tiered priority recommendations
- Competitive teardown of 8+ category leaders and the 3 repeating patterns worth copying
- 90-day launch channel stack with activation sequence
- 75+ influencer database with alignment scores and activation tier
- Buyer persona library, certification roadmap, and strategic partner shortlist

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