

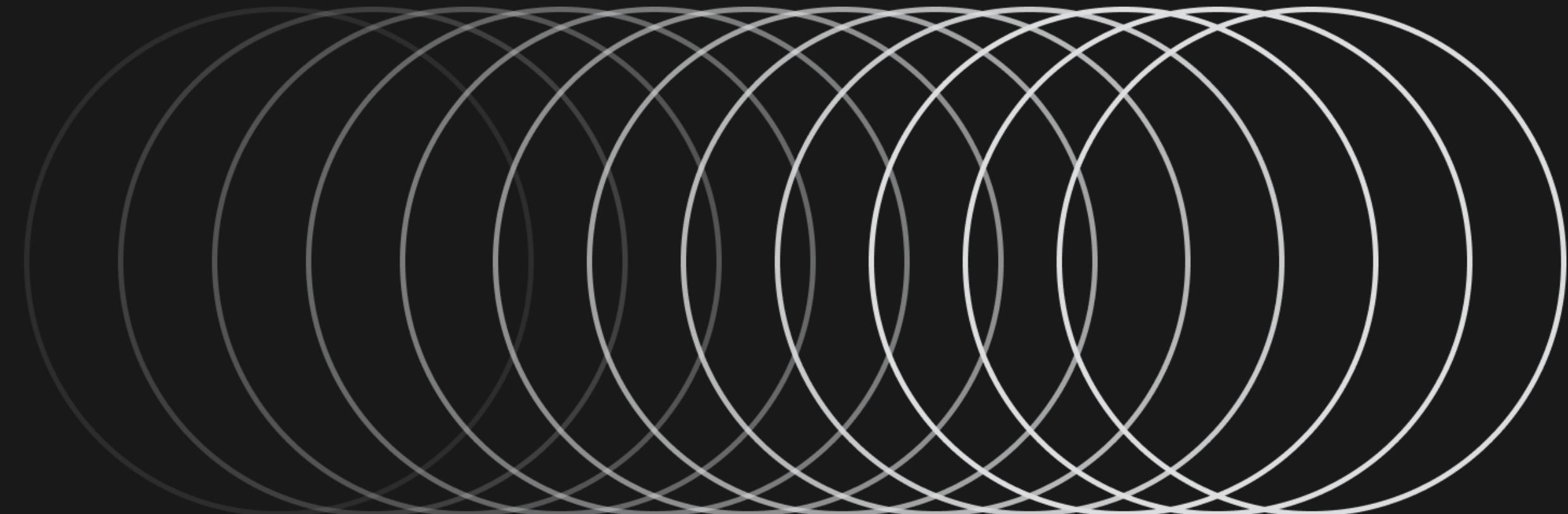
PROJECT 2026: GRIDE

MARKETING PLAN

Data-driven growth strategy: cost-effective acquisition, funnel optimization, and operational excellence for sustainable expansion.

Gride Leadership

2026 Strategic Initiative



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Key performance indicators, financial discipline, and data-driven decision making framework.

Executive Summary & Current State

Critical Growth Phase

Gride is transitioning from early operations to scalable growth. Priority is building a cost-effective, data-driven marketing system that generates revenue, increases acquisition, and proves reliability before major partnerships.



Current Constraints

Limited capital, developing infrastructure, minimal marketing foundation. Must build track record first.



Pre-Expansion Focus

Establish measurable results in rider acquisition, driver onboarding, and operational reliability with disciplined spending.



Foundation Goal

Prove performance with low-cost, high-ROI channels before exploring partnerships or large-scale outreach.

2026 Marketing Objectives

Five Core Objectives

These objectives drive all 2026 initiatives and align with the strategy of building a sustainable, data-driven marketing foundation before enterprise expansion.

Brand & Messaging

- Strengthen brand identity and public reputation
- Establish consistent messaging across all channels

Acquisition Growth

- Increase rider and driver sign-ups with low-cost channels
- Maximize ROI through hyper-local targeting

Retention Improvement

Simplify lifecycle flows and increase repeat usage rates.

Digital Funnel

Fully integrated funnel using HubSpot, GA4, and connected systems.

Data-Driven Reporting

Consistent weekly and monthly insights to guide leadership decisions.

Five Strategy Pillars

Brand & Communications

Finalize brand guide and templates. Develop internal assets and leadership communication materials.

Rider & Driver Acquisition

Meta Ads, TikTok, and Google Search focus.
Hyper-local campaigns in active markets.
Data-driven optimization.

Digital Funnel & Automation

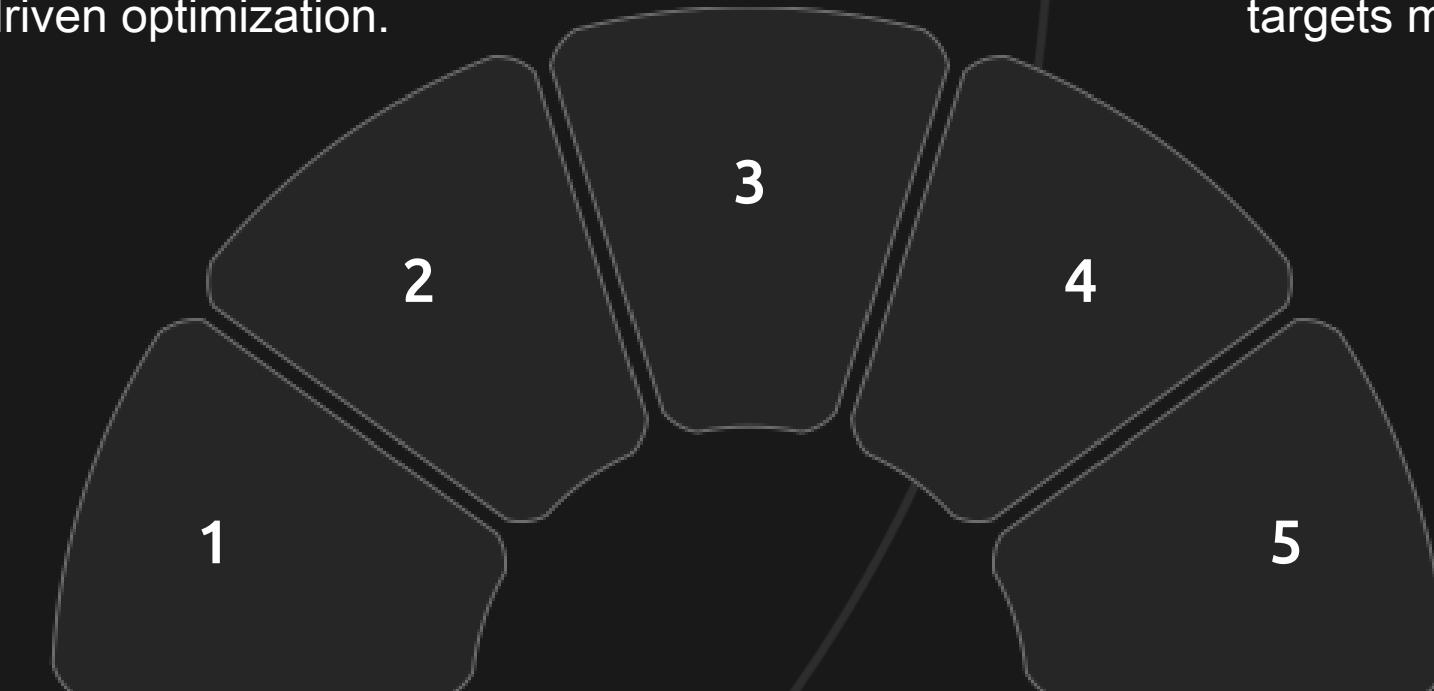
Build simple conversion funnel: Ad → Landing Page → Form → SMS/Email → Activation using HubSpot.

Community & Partnerships

Delay partnerships until stable operations proven.
Begin small local outreach after Q1 KPI targets met.

Analytics & Reporting

GA4 and HubSpot dashboards. Weekly and monthly reporting on acquisition, engagement, and campaign performance.



2026 Core Initiatives

Acquisition & Testing

Launch low-cost, high-ROI paid ad campaigns across platforms.

- Micro-budget testing with Meta, TikTok, Google Search
- Use Runway and D-ID for cost-effective creative content
- Weekly optimization based on performance trends

Funnel & Automation

Build HubSpot workflows and ensure full tracking capability.

- Clean and segment contact data in CRM
- Core workflows: rider onboarding, driver onboarding, re-engagement
- Connect all forms and landing pages for unified tracking

Analytics & Reporting

Build dashboards and establish consistent reporting cadence.

- Acquisition, engagement, and campaign dashboards
- Monthly What's Working/What's Not review
- Weekly updates to leadership on key metrics

2026 Quarterly Roadmap



Q1: Foundation & Fast Revenue

Launch low-cost paid ads. Build primary acquisition funnel in HubSpot. Establish baseline KPIs. Weekly reporting to leadership.



Q2: Stabilize & Expand

Scale high-performing campaigns. Expand ads into 1-2 new markets. Begin evaluating partnership opportunities based on data validation.



Q3: Partnership Activation

Start outreach to schools, local orgs, and businesses. Increase brand visibility through community events. Strengthen retention strategies.



Q4: Optimization & Planning

Review full-year performance. Document successful playbooks. Develop 2027 recommendations for spending, markets, and new initiatives.

2026 Success Metrics & KPIs

Rider Sign-ups

New Acquisitions Per Month

Funnel Performance

Track conversion rates from ad impression through ride activation.

- Ad-to-signup conversion
- Signup-to-ride-activation rate
- Form drop-off analysis

Driver Sign-ups

New Driver Onboards

Engagement Performance

- Email and SMS effectiveness across lifecycle stages.
- Email open and click rates
- SMS response rates
- Re-engagement campaign success

Cost Per Acquisition

By Channel Performance

Repeat Usage Rate

Active Rider Frequency

Operational Indicators

Core ride reliability and user trust metrics.

- Average wait times
- Cancellation rates by market
- Reliability and completion rates

Financial Discipline: Why Paid Ads First

Strategic Rationale

Paid advertising provides the fastest, most controllable path to measurable revenue and data-driven insights.

This approach allows Gride to test markets cost-effectively, adjust spending instantly, and validate operational readiness before pursuing partnerships or enterprise initiatives.

- Minimum cost, maximum return, scale only when data supports it.
- Fast market validation and testing
- Immediate performance data and optimization
- Controlled spending with instant adjustments
- Revenue generation before complex initiatives

Growth Discipline

Grilde cannot skip growth stages. Foundation building and operational proof are prerequisite to sustainable expansion.

- Prove internal performance first. Then expand outward.

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Gride cannot skip stages of growth. Before expanding outward, we must first prove internal performance. The 2026 plan prioritizes low-cost acquisition, funnel optimization, and data-driven execution to generate revenue quickly, build trust, and position Gride for scalable growth.

— Project 2026 Strategic Vision

This marketing plan is built on disciplined execution: minimize spending on unproven initiatives, maximize returns through data-driven optimization, and scale only when metrics support expansion. Success in 2026 sets the foundation for enterprise partnerships and market leadership in 2027.