

1. CONTENT CALENDAR

- We will create fun and engaging **Green Flag/Red Flag** reels that resonate with the dating culture in Delhi NCR.
- Dating ft. Delhi NCR guy, memes etc will be created.

2. SAMPLE POSTS

Post 1:

Caption:

Are you ready to find love right in your city? 💕 Something exciting is coming to Delhi NCR! Stay tuned!

Post 2:

Caption:

What if your perfect match was just a swipe away? ❤️ #XYZ is about to make dating easier and more fun in Delhi NCR!

Post 3:

Slide 1:

Then: Awkward first dates with strangers.

Slide 2:

Now: Find your ideal match in your neighbourhood!

Slide 3:

Then: Endless messaging with no real connection.

Slide 4:

Now: Unique ice-breakers and fun date ideas!

Slide 5:

Your journey to finding love in Delhi NCR starts soon.

ENGAGEMENT

- fun, interactive polls like:
 - Do you believe in love at first swipe?
 - What's more important in a match: Looks or personality?
 - Would you prefer a romantic dinner or an adventurous date?
 - Do you think online dating is the future of relationships?

- Sharing relationship tips and advice through engaging stories.
- Post fun dating facts and myths to encourage discussions.

INFLUENCER OUTREACH PLAN For the influencer outreach plan, we will be connecting with a few potential influencers and communities to create launch buzz.

GROWTH STRATEGY

- **Love Challenge:** Encourage users to post photos or stories of their best date experiences using the hashtag #XYZ.
- **Fun Video Content:** Create short, shareable videos with tips on dating in Delhi NCR and how to create an appealing profile.