

Yuh Blockin' – Marketing & Launch Strategy (BVI)

1. Launch & Contact Strategy

- Target daily commuters, taxi drivers, delivery drivers, and shop staff as first users.
- Use WhatsApp groups, word-of-mouth, and in-person demos for organic growth.
- Distribute simple flyers and QR codes in parking areas.

2. App Store Publishing & Continuous Marketing

- Optimize App Store listing with local keywords (BVI parking, Caribbean vehicles).
- Post weekly updates on Facebook, Instagram, and WhatsApp Status.
- Encourage reviews and referrals with in-app prompts.

3. Landing Page & Website Vision

- A minimalist, abstract, tech-forward website.
- Central hub for your full suite of applications.
- Each app gets its own preview section with status: Live / Beta / Coming Soon.

4. Continuous Community Engagement

- Monthly feature updates.
- Community showcases and success stories.
- Event partnerships and B2B property manager onboarding.