**📈 User Acquisition Strategy for Sthalaspurti**

**🎯 Goal:**

Get **real users to contribute photos and Telugu descriptions** of local heritage spots — especially from **rural, semi-urban, and culturally rich areas**.

**✅ 1. Target Audience & Channels**

| **Audience** | **Why them?** | **Where to find them?** |
| --- | --- | --- |
| 🎓 **Students** (inter, degree) | Tech-friendly, active on mobile, care about local culture | WhatsApp groups, college notice boards, NSS/NCC clubs |
| 🧓 **Village elders / local historians** | Rich knowledge of heritage, oral storytelling | Through student outreach, NGOs, community groups |
| 🏛️ **Cultural Clubs / NGOs** | Already working on heritage or documentation | Partner with Telugu literary/cultural orgs |
| 📸 **Photography hobbyists** | Already take local photos, like showing off | Facebook groups, Instagram reels with local hashtags |

**✅ 2. Messaging Strategy**

Use **emotion + pride + recognition** as key messaging:

* “📸 మీ ఊరికి గుర్తింపు తీసుకురావండి!”  
  (*Bring recognition to your village!*)
* “ఇది మీ తాతయ్య చెప్పిన కథల స్థలం కాదా?”  
  (*Isn't this the place from your grandfather’s stories?*)
* “చిన్న స్థలం, గొప్ప చరిత్ర – అది మీ చేతుల్లో!”  
  (*Small place, great history – it’s in your hands!*)

**✅ 3. Promotion Methods**

**a. 📲 WhatsApp Campaign**

* Create **short promo messages** in Telugu with your Hugging Face link.
* Share to:
  + College/class WhatsApp groups
  + Local youth groups, NSS/NCC
  + Family, relatives from different villages

**b. 🖼️ Physical Posters (QR + Telugu captions)**

* Stick posters in:
  + Colleges
  + Panchayat offices
  + Local temples
  + Weekly markets

Include a QR code and a catchy Telugu caption:  
**“మీ ఊరిలో ఓ చరిత్ర ఉందా? పోస్ట్ చేయండి!”**

**c. 📷 Social Media Reels**

* Create **15-second reels** showing:
  + Uploading a photo
  + Typing in Telugu
  + The spot appearing on the map
* Add trending regional music
* Post on:
  + Instagram (tag @viswam.ai if needed)
  + Facebook
  + YouTube Shorts

**d. 🧑‍🏫 Live Demos / Webinars**

* Do 1 or 2 short demo sessions (on Zoom or in person) in Telugu.
* Target: Cultural clubs or Telugu departments in colleges.

**✅ 4. Incentives to Boost Contributions**

Use **non-monetary motivators**:

* 🏅 “Top Contributor” badge on their submission.
* 📍 Feature their name/location on the live map.
* 🎤 Host a “Story of the Week” post on Instagram (their story, their words).
* 🧾 Give downloadable “Certificate of Contribution” via Streamlit after 5 uploads.

**✅ 5. Monitoring & Metrics to Track**

| **Metric** | **Tool/Method** |
| --- | --- |
| Unique users | Hugging Face space logs / analytics |
| Number of uploads | App-level count, daily/weekly chart |
| Languages used | Check text submission language (Telugu, etc.) |
| Feedback | In-app form or Google Form |

**🗓️ Week 3–4 Campaign Plan**

| **Day** | **Task** |
| --- | --- |
| Day 1–2 | Finalize message, posters, reels |
| Day 3–5 | Launch WhatsApp & Insta campaign |
| Day 6–10 | Push to student groups + ask for 1 upload per person |
| Day 11–14 | Share top uploads + celebrate users on social media |