

# OITH Marketing Strategy

## Brand Overview

### Brand Identity

- **Name:** OITH (One In The Hand)
- **Tagline:** "Focus on who's in front of you"
- **Philosophy:** Quality over quantity in dating - one match at a time

### Brand Colors

Color	Hex	Usage
Primary Accent	#C4584A	CTAs, highlights, brand elements
Accent Dark	#A84639	Hover states, emphasis
Accent Light	#F5E6E3	Backgrounds, subtle highlights
Background	#FDF9F7	App background
Text Primary	#2D2926	Headings, body text
Text Secondary	#5A524E	Subtext
Success	#4CAF50	Positive actions
Warning	#FF9800	Alerts

### Typography

- **Display Font:** Cormorant Garamond (elegant, sophisticated)
- **Body Font:** DM Sans (clean, modern, readable)

# Target Audience

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## Primary Demographics

- **Age:** 25-40 years old
- **Relationship Status:** Single, seeking meaningful relationships
- **Income:** Middle to upper-middle class
- **Education:** College-educated
- **Location:** Urban and suburban areas

## Psychographics

- Tired of endless swiping on other apps
- Values quality connections over quantity
- Career-focused but ready for relationship
- Tech-savvy but craves authentic connection
- Privacy-conscious

## Pain Points We Solve

1. **Swipe fatigue** → One match at a time
2. **Overwhelm from too many options** → Focused attention
3. **Shallow connections** → Meaningful profiles
4. **Safety concerns** → Premium verification

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## Marketing Channels

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### Digital Channels

1. **Social Media** (Instagram, TikTok, Facebook)
2. **Paid Search** (Google Ads)
3. **App Store Optimization** (ASO)
4. **Influencer Marketing**
5. **Content Marketing** (Blog, Videos)
6. **Email Marketing**

## Traditional Channels

1. **Podcast Advertising**
2. **Event Sponsorships**
3. **PR & Media Coverage**
4. **Partnerships**

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## Key Messaging

### Core Message

*"Stop swiping. Start connecting. One match at a time."*

### Value Propositions

1. **One Match Daily** - Quality over quantity
2. **Meaningful Connections** - Deep profiles, real conversations
3. **No Endless Swiping** - Respect your time
4. **Premium Experience** - \$10/month for focused dating

### Tone of Voice

- Warm and sophisticated
- Confident but not arrogant
- Sincere and authentic
- Slightly playful, never cheesy

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## Marketing Goals

### Year 1 Goals

Metric	Target
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App Downloads	100,000
Monthly Active Users	50,000
Premium Subscribers	10,000
MRR	\$100,000

### Key Performance Indicators (KPIs)

- Cost Per Install (CPI)
- Cost Per Acquisition (CPA)
- Customer Lifetime Value (LTV)
- LTV:CAC Ratio (Target: 3:1+)
- Monthly Active Users (MAU)
- Conversion Rate (Free → Premium)

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## Competitive Positioning

### Competitors

App	Positioning	Our Differentiator
Tinder	Volume, casual	Quality, intentional
Hinge	"Designed to be deleted"	One match focus
Bumble	Women-first	Gender-neutral quality
The League	Exclusive, professional	Accessible premium

### Our Unique Position

"The anti-swipe dating app" - For people who want to actually date, not endlessly browse.

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## Budget Allocation (Recommended)

Channel	% of Budget	Notes
Paid Social	40%	Meta, TikTok
Influencer	20%	Micro-influencers
App Store Ads	15%	Apple Search, Google UAC
Content/SEO	10%	Long-term growth
PR/Events	10%	Brand awareness
Email/CRM	5%	Retention

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## Related Documents

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- [Advertising Strategy](#)
- [Social Media Playbook](#) *(coming soon)*
- [Content Calendar](#) *(coming soon)*