■ OITH Advertising Strategy & Scaling Plan

Executive Summary

This document outlines a comprehensive advertising strategy to scale OITH from launch to 100,000+ users through paid advertising, with a focus on efficient customer acquisition and sustainable growth.

Phase 1: Foundation (Months 1-3)

Budget: $5,000-10,000/month
Goal: 5,000 users, validate messaging

Channels

1. Meta Ads (Facebook + Instagram)

Budget Allocation: 50%

Campaign Structure:

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■■ Awareness Campaign ■ ■■■ Video ads (15-30 sec) ■ ■■■ Carousel ads (feature
highlights) ■ ■■■ Story ads (app preview) ■ ■■■ Consideration Campaign ■ ■ ■■■ App
install ads ■ ■■■ Engagement ads ■ ■■■ Conversion Campaign ■■■ Retargeting (website
visitors) ■ ■■ Lookalike audiences
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Target Audiences:
- Interest: Dating apps, relationships, self-improvement
- Age: 25-40
- Behaviors: Recent app installers
- Custom: Lookalikes of early users

Ad Creatives to Test:
1. "Tired of swiping?" (pain point)
2. "One match. Every day." (value prop)
3. "Dating should feel like dating" (emotional)
4. User testimonials (social proof)

2. TikTok Ads

Budget Allocation: 25%

Content Types:
- Native-style videos (not polished ads)
- Trending sound integration
- "POV" dating scenarios
- App walkthrough

Best Practices:
- First 3 seconds = hook
- Vertical 9:16 format
- Authentic, not salesy
- Partner with creators

3. Google App Campaigns (UAC)

Budget Allocation: 15%

Targeting:
- Keywords: "dating app", "serious dating", "relationship app"
- Competitor keywords: "better than tinder", "hinge alternative"
- Intent: "find relationship", "meet someone"

4. Apple Search Ads

Budget Allocation: 10%

Keywords to Bid:
- Branded: "oith", "one in the hand"
- Generic: "dating app", "relationship app"
- Competitor: "tinder", "hinge", "bumble"

Phase 1 KPIs

Metric	Target
CPI (Cost Per Install)	< $3.00
CPA (Subscriber)	< $30.00
CTR	> 1.5%
Install → Signup	> 60%

Phase 2: Growth (Months 4-6)

Budget: $20,000-50,000/month
Goal: 25,000 users, optimize CAC

Expanded Channels

5. Influencer Marketing

Budget Allocation: 20%

Influencer Tiers:

Tier	Followers	Cost/Post	Expected Installs
Nano	1K-10K	$100-300	50-200
Micro	10K-100K	$500-2K	200-1,000
Mid	100K-500K	$2K-10K	1,000-5,000

Ideal Influencer Profile:
- Dating/relationship content creators
- Lifestyle/self-improvement niche
- 25-35 age demographic followers
- High engagement rate (>3%)

Partnership Types:
1. **Sponsored posts** - One-time promotion
2. **Affiliate program** - Revenue share per signup
3. **Ambassador program** - Ongoing partnership
4. **UGC creation** - Content for our ads

Sample Script:

> *"I've been using this new dating app called OITH, and honestly? It's refreshing. You only get one match per day, so you actually have to pay attention to who's in front of you. No more endless swiping. Link in bio."*

6. Podcast Advertising

Budget Allocation: 10%

Target Podcast Categories:
- Dating & relationships
- Self-improvement
- Comedy (relationship segments)
- Women's lifestyle
- Men's health/lifestyle

Ad Format:
- Host-read ads (most effective)
- 60-second mid-roll
- Promo code tracking: "OITH"

Sample Script:

> *"This episode is brought to you by OITH - that's O-I-T-H. It's a dating app that does things differently. Instead of endless swiping, you get one quality match every day. It's like they're saying 'hey, focus on who's actually in front of you.' If you're tired of the swipe culture and want something more intentional, check out OITH. Download free on iOS and Android."*
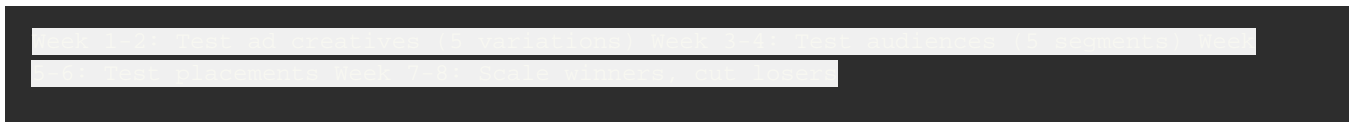
7. Connected TV (CTV) & Streaming

Budget Allocation: 10%

Platforms:
- Hulu
- YouTube TV
- Roku
- Spotify (audio)

Creative:
- 15-30 second spots
- Emotional storytelling
- Clear CTA with QR code

Phase 2 Optimizations

A/B Testing Framework:

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Week 1-2: Test ad creatives (5 variations) Week 3-4: Test audiences (5 segments) Week
5-6: Test placements Week 7-8: Scale winners, cut losers
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Budget Reallocation Rules:
- If CPA > 2x target → Pause
- If CPA < target → Increase 20%
- Test 20% of budget, scale 80%

Phase 3: Scale (Months 7-12)

Budget: $100,000-200,000/month
Goal: 100,000+ users

Advanced Strategies

8. Referral Program

Investment: 15% of budget

Structure:
- Referrer gets: 1 month free premium
- Referred gets: 1 week free trial
- Viral coefficient target: 1.2+

Gamification:
- Leaderboard for top referrers
- Exclusive badges
- VIP access to new features

9. Partnership Marketing

Potential Partners:

Partner Type	Examples	Benefit
Dating coaches	Matthew Hussey, etc.	Credibility
Self-help brands	Headspace, Calm	Shared audience
Lifestyle brands	Warby Parker, Glossier	Co-marketing
Events	Speed dating, singles events	Local presence

10. Retargeting Excellence

Audiences:
1. Website visitors (didn't install)
2. App installers (didn't signup)
3. Free users (didn't subscribe)
4. Churned subscribers (win-back)

Messaging by Stage:

Audience	Message
Visitor	"Ready to stop swiping?"
Installer	"Complete your profile"
Free user	"Your perfect match is waiting"
Churned	"We've made improvements..."

Creative Strategy

Video Ad Framework

The 3-Second Hook:
- Show pain point immediately
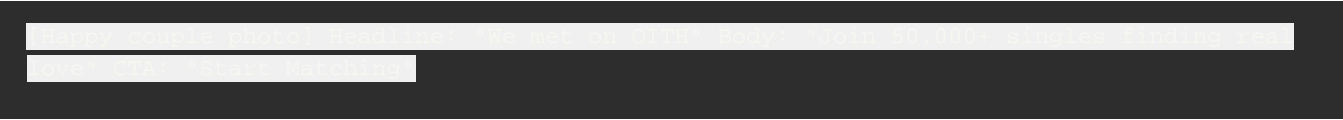- Ask provocative question
- Unexpected visual

Examples:
1. *Opens with someone exhaustedly swiping* → "There's a better way"
2. "What if you could only swipe once per day?"
3. Split screen: OITH user on date vs. other app user swiping
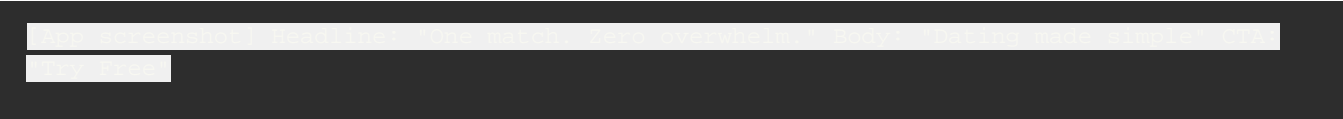
Static Ad Templates

Template 1: Problem/Solution

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[Image of phone with X over swipe app] Headline: "Tired of endless swiping?" Body: "Get
one quality match daily" CTA: "Download OITH Free"
```

Template 2: Social Proof

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[Happy couple photo] Headline: "We met on OITH" Body: "Join 50,000+ singles finding real
love" CTA: "Start Matching"
```

Template 3: Feature Focus

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[App screenshot] Headline: "One match. Zero overwhelm." Body: "Dating made simple" CTA:
"Try Free"
```

Budget Scaling Framework

Monthly Budget by Phase

Month	Budget	Expected Users	CPA Target
1	$5,000	1,500	$3.33
2	$7,500	2,500	$3.00
3	$10,000	4,000	$2.50

4	$20,000	8,000	$2.50
5	$30,000	13,000	$2.30
6	$50,000	25,000	$2.00
7	$75,000	40,000	$1.88
8	$100,000	55,000	$1.82
9	$125,000	75,000	$1.67
10	$150,000	100,000	$1.50
11	$175,000	130,000	$1.35
12	$200,000	165,000	$1.21

Year 1 Total: ~$950,000
Year 1 Users: ~165,000
Average CPA: ~$5.76

Measurement & Analytics

Attribution Setup

- **Branch.io** or **AppsFlyer** for mobile attribution
- **UTM parameters** for all campaigns
- **Promo codes** for offline/influencer
- **Post-install events** tracked:
- Registration complete
- Profile complete
- First match viewed
- First message sent
- Subscription started

Weekly Reporting Dashboard

Metric	This Week	Last Week	Change
Spend	$	$	%
Installs	#	#	%
CPI	$	$	%
Registrations	#	#	%
Subscriptions	#	#	%
CPA	$	$	%
LTV:CAC	x	x	%

Optimization Triggers

Scenario	Action
CPI > $4.00	Pause, review creative
CPA > $35.00	Reduce budget 50%
CTR < 0.8%	New creative needed
Signup rate < 40%	Improve onboarding
LTV:CAC < 2:1	Reduce spend, focus retention

Quick Start Checklist

Week 1

- ■ Set up Meta Business Manager
- ■ Install Facebook Pixel on website
- ■ Create TikTok Ads account
- ■ Set up Google UAC campaign
- ■ Install Branch/AppsFlyer SDK

- ■ Create 5 video ad variations
- ■ Create 5 static ad variations
- ■ Define target audiences

Week 2

- ■ Launch awareness campaigns (20% budget)
- ■ Launch app install campaigns (60% budget)
- ■ Set up retargeting (20% budget)
- ■ Start A/B tests

Week 3-4

- ■ Analyze performance data
- ■ Scale winning ads
- ■ Pause underperformers
- ■ Test new audiences
- ■ Begin influencer outreach

Resources Needed

Team

- **Marketing Manager** - Strategy, optimization
- **Creative Designer** - Ad creative production
- **Content Creator** - Video production
- **Data Analyst** - Attribution, reporting

Tools

Tool	Purpose	Cost/Month
Branch.io	Attribution	$0-500
Canva Pro	Creative	$15

CapCut	Video editing	Free
Notion	Planning	Free
Slack	Communication	Free

Appendix: Ad Copy Bank

Headlines

- "Tired of swiping? Try focusing."
- "One match. Every day. That's it."
- "Dating without the overwhelm"
- "The app that wants you to delete it"
- "Quality > Quantity"
- "Stop browsing. Start dating."

Body Copy

- "Join thousands finding real connections"
- "Your perfect match is one download away"
- "Dating should feel like dating"
- "Because you deserve someone's full attention"
- "Less swiping. More connecting."

CTAs

- "Download Free"
- "Get Your Match"
- "Start Today"
- "Join OITH"
- "Find Your Person"