

Daily Briefing – User Acquisition & Marketing Plan

■ Objective

Attract productivity-driven users to the Daily Briefing SaaS MVP through targeted video ads that drive users directly to the Telegram bot for immediate engagement.

■ Target Audience

Professionals, entrepreneurs, and students aged 25–45 who value time, productivity, and staying informed efficiently.

■ Core Value Proposition

“Stay informed in 2 minutes a day — without endless scrolling.”

■ Video Ad Angles

Angle A – Time Saver

- 1 Hook: Person frustrated scrolling endless news feeds.
- 2 Body: Telegram bot delivers 2-minute briefing.
- 3 End: Split-screen showing 'Before vs After' with CTA — 'Open Telegram'.
- 4 Tone: Minimalist, fast-paced, professional.

Angle B – Smart Professional

- 1 Hook: A professional grabs coffee before work.
- 2 Body: Bot sends concise key headlines.
- 3 End: Person smiles, CTA — 'Try your daily briefing — free on Telegram'.
- 4 Tone: Confident, elegant morning aesthetic.

Angle C – Overload Problem

- 1 Hook: Chaos of news, social media overload.
- 2 Body: Transition to calm screen with Telegram bot.
- 3 End: CTA — 'Escape the noise — join our Telegram briefing'.
- 4 Tone: Contrast-heavy, clarity theme.

Angle D – Habit & Routine

- 1 Hook: Morning ritual montage, coffee, light.
- 2 Body: Bot sends 'Good morning' with the day's news.
- 3 End: 'Small habit. Big clarity.' CTA — 'Join the daily briefing — on Telegram'.

- 4 Tone: Warm, productive, morning routine.

■ Funnel Plan – Bot vs Website

Recommendation: Direct users to the Telegram bot for immediate engagement during the MVP stage. Later, add a website for analytics and retargeting.

■ Telegram Bot First Interaction

- 1 Welcome message: '■ Welcome to your daily briefing. Want to get informed in 2 minutes each morning?'
- 2 Options: [Yes, show me today's briefing] [Customize categories] [What is this?]
- 3 After 'Yes': Show briefing and invite to set preferred categories and delivery time.
- 4 Introduce Smart Streaks: '■ You've stayed informed for 3 days straight!'

■ Retention Tools

- 1 Smart Streaks: 'You've read 5 days in a row!'
- 2 Category customization for personalization.
- 3 Weekly summary (Friday): 'Your week in 2 minutes.'
- 4 Share command: '/share' — 'Send this to a friend who values clarity.'

■ Execution Checklist

- 1 1. Write video scripts for all 4 angles.
- 2 2. Record short UGC-style clips or stock video.
- 3 3. Edit videos (15–25 seconds, 9:16 format).
- 4 4. Configure Telegram bot onboarding flow.
- 5 5. Launch TikTok + Instagram ad campaigns.
- 6 6. Track click → bot-start conversions.