

The Founder's VGC Growth Playbook

How apps 3x growth in 90 days by evolving from content creation to content infrastructure

Prepared for your upcoming strategy session with EVO Marketing

What do these apps have in common?

Uber



Answer: They spent \$0 on their first million users.

The difference between 2x growth and 10x growth isn't effort. It's **systems**

Your App Is One Discovery Away From Exploding

You've built something people actually want. Early users love it. The product is solid.

Now imagine 10 million people discovering it organically. No ad spend. Just pure, viral growth.

That's not a fantasy. It's happening right now for apps just like yours.

Why Evolution is Necessary

Every day, 3,000 new apps launch. Sounds like competition?

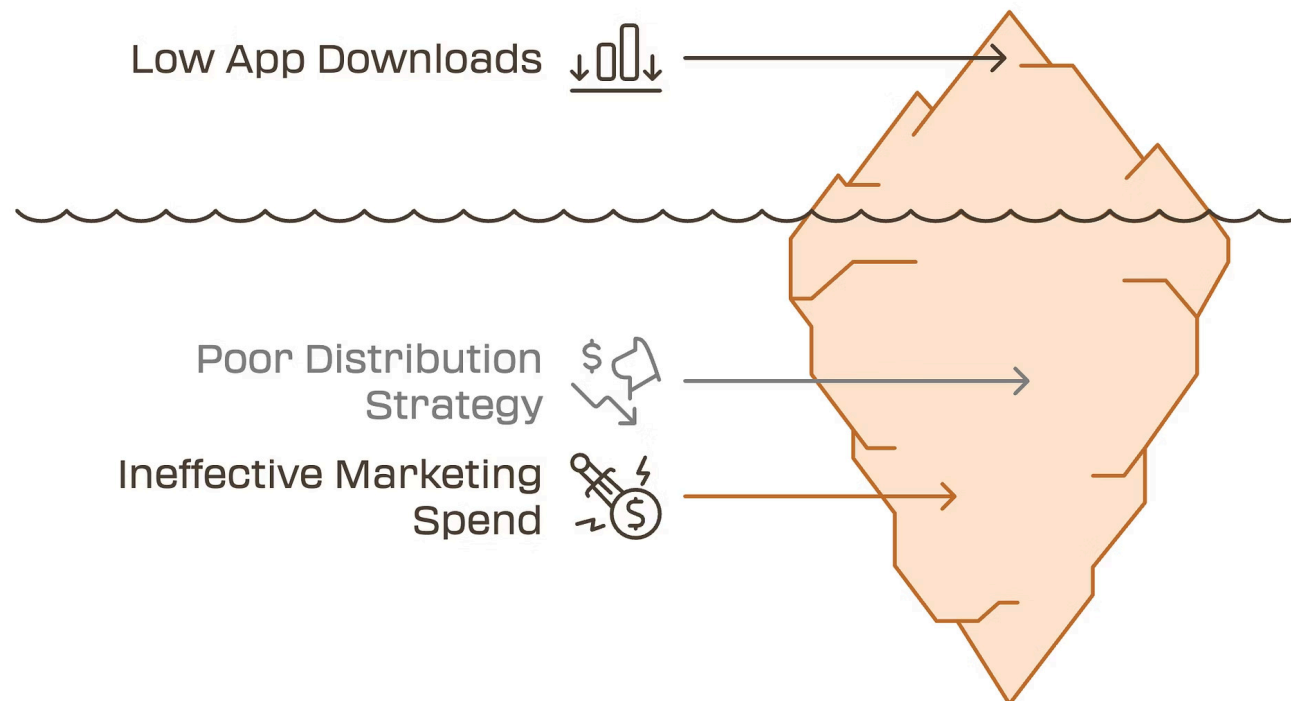
Actually, it's your advantage.

While they're all fighting for ad space, the smart apps are winning through content. And there's infinite room for viral content.

The best part?

87% of apps don't know this yet. Most fail within 12 months. You can own your category before they figure it out.

**Distribution is the key
to app success.**



Why Content Marketing Actually Works

92%

trust peer content over ads

authentic voices win

8.8x

**more effective than influencer
content**

UGC proven results

∞

lifespan of good content

Content works forever, ads work only
while you pay

1

The Trust Factor

When someone sees an ad, they know you're trying to sell them something. When they see organic content from real users, their guard goes down.

It's human psychology: we trust peers over salespeople.

2

The Compound Effect

Ads disappear when you stop paying. Content lives forever. Every piece you create keeps working, building on itself.

Your content from 6 months ago is still bringing in users.

Why Distribution > Product

What Changed

- Users have infinite choices
- Attention is the new currency
- Trust beats features

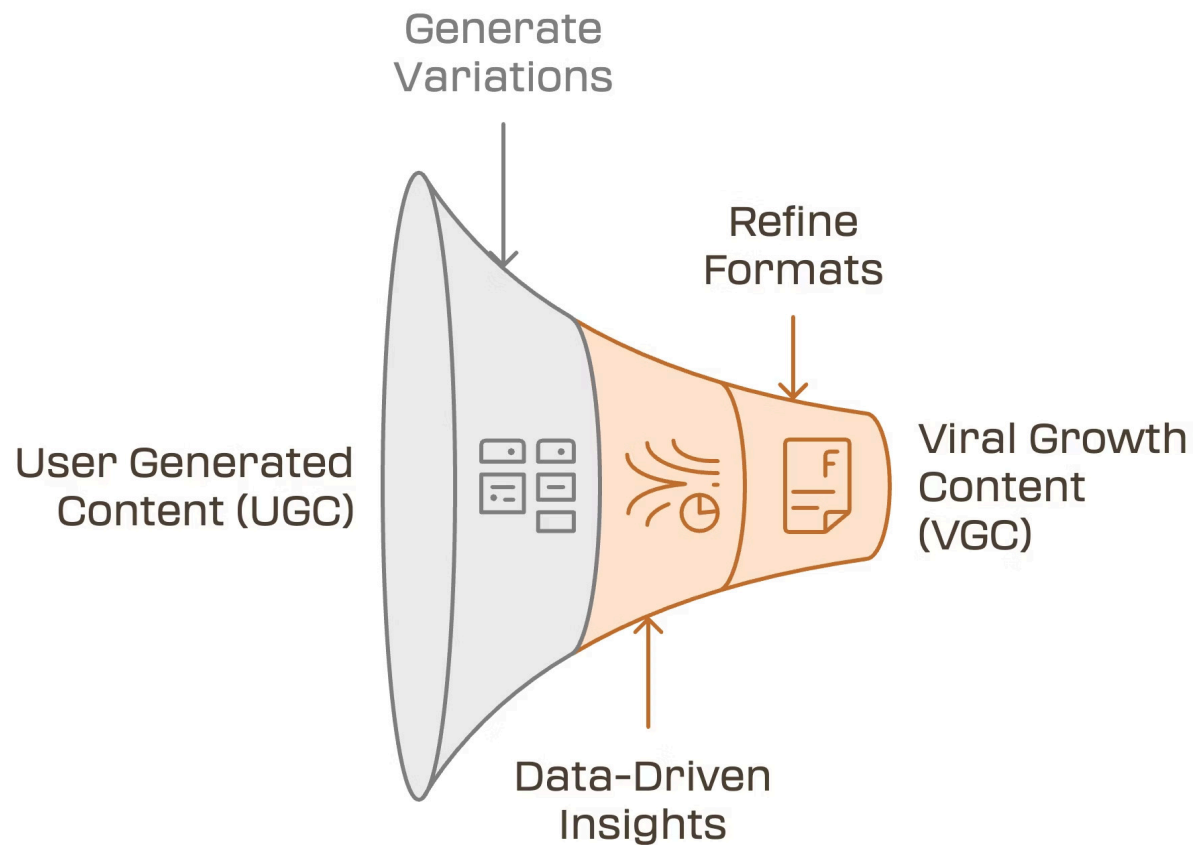
When You Have Distribution:

- Every feature gets instant validation
- You compound growth instead of renting it
- You own your audience forever
- You can test anything immediately

Cal AI discovered this. Went from invisible to 11M+ impressions in 45 days.

The difference between 2x growth and 10x growth isn't effort. It's systems.

The Shift From Traditional UGC to Systematic VGC



Traditional UGC: Random creators making random content

- Make 20-30 "high-quality" videos
- Hope some go viral
- Charge you whether they work or not
- Take 2-3 months to find a winner

VGC (Viral Growth Content): Systematic testing to find and scale what works

- Test 600+ variations monthly
- Know what works from data
- Find viral patterns in weeks
- Scale only proven winners

The 4 Critical Shifts You Must Make

The 87% of apps stuck with low views share these fatal flaws in their content strategy:



Creator Chaos

- DM 100 → Get 3 posts
- Random results
- Wasting 20+ hrs/week
- No approval process



Creator Infrastructure

- Pre-trained network
- App alignment built-in
- Predictable output



Hope Marketing

- 20-50 pieces = guessing
- No patterns emerge
- Treating like influencer marketing
- Focusing on follower count



Statistical Testing

- 600+ pieces = data
- Clear winners identified



Set & Forget

- Launch and pray
- Content dies quickly



Active Management

- Daily optimization
- Continuous improvement



Organic Only

- No control over reach
- Algorithm dependency
- Giving up in month 1
- Leaving 10x growth on the table



Organic + Spark Ads

- Test organic first
- Scale winners with ads

Real App Transformations



Cal AI

1.6M Downloads

30M views in 90 days



Pagent

0→9M Views

In just 45 days

**Chart
AI**

Chart AI

8M+ Views

45 days, zero ads



Quittr

177% More Shares

Viral content that spreads

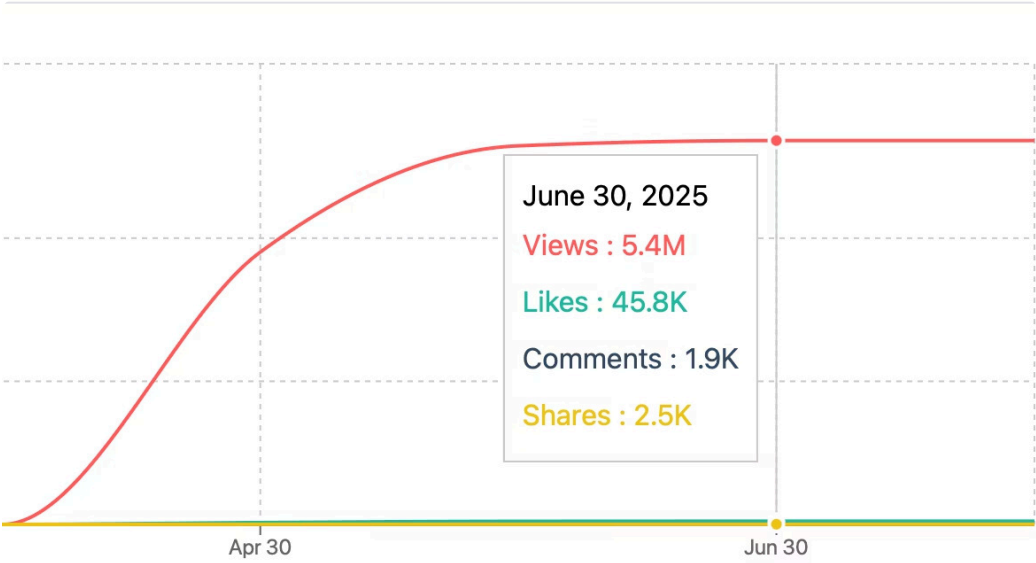


Dupe.com

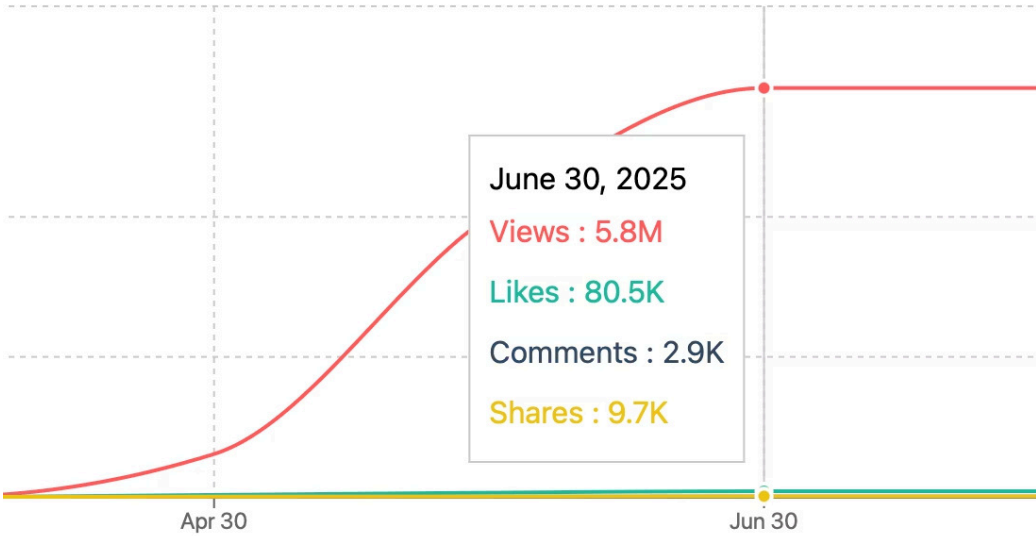
11.3% Engagement

Industry avg: 2%

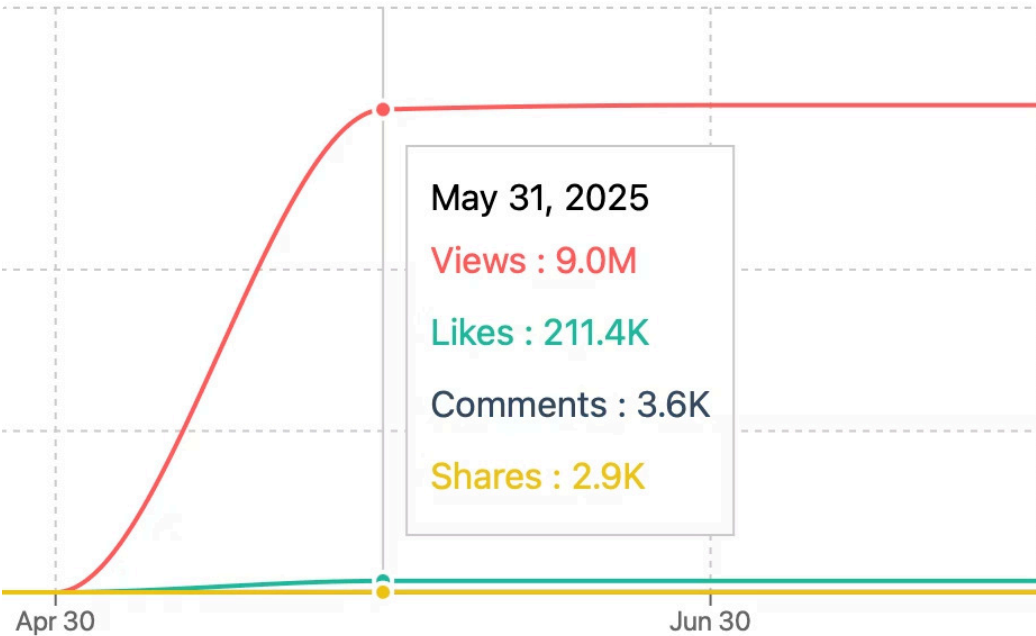
Chart AI



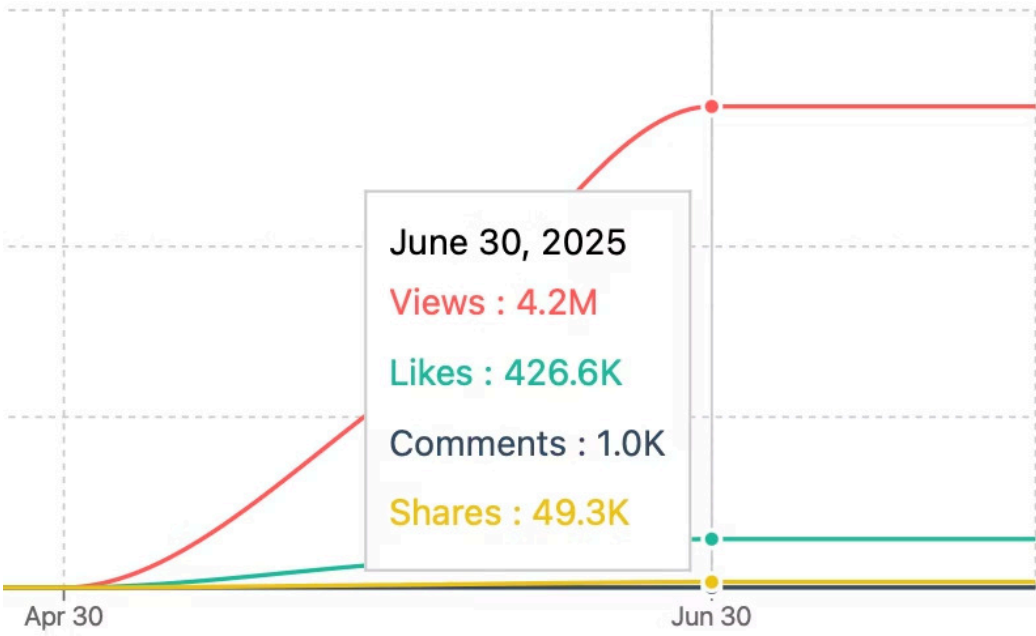
Quittr



Pagent



Dupe



What You Might Have Tried



Paid Ads – "Fast results, but expensive education"

Smart place to start. Fast feedback. Clear metrics. Scale with money.

But here's what happens: You launch without knowing what messages resonate. So you test with budget. Expensive education.

\$29

Average CAC for consumer apps

\$8-12

CAC for apps using systematic VGC

The real issue: You're paying to learn what works. Every test costs money. And once you stop paying, learning stops too.

What winners do differently: They find what works organically first. Test messages for free. Then amplify winners with ads. Same budget, 10x better results.

Real example: Pageant discovered their best ad creative came from organic content that went viral. That one video drove 5x better ROAS than anything their agency created.



DIY with Creators – "Drowning in DMs and ghosting"

Makes sense. Direct control. No middleman. You know your product best.

But here's what happens: The creator management spiral begins.

Why Your UGC Isn't Working

Let me guess your content journey:

- Week 1:** "Let's work with creators!"
- Week 2:** DM 50 creators, get 5 responses
- Week 3:** Brief creators, half ghost you
- Week 4:** Get 3 videos, 1 is decent
- Week 5:** "Maybe we should just do ads..."

The Creator Management Nightmare

Finding creators

20 hrs/week

Managing/briefing

15 hrs/week

Reviewing content

10 hrs/week

Chasing deliverables

5 hrs/week

= 50 hours for maybe 40 videos

The real killer: To find what works, you need 200+ tests minimum. At 40/month, that's 5+ months. Markets shift every 90 days. You're always behind.

The real issue: You become a content manager instead of a founder. And 50 videos isn't enough data to find patterns.

The ceiling: Need 100s of tests to find viral DNA. But managing 100s breaks everything else.

Real example: Chart AI learned this the hard way. 6 months managing creators directly. 78 total videos. Never found their pattern.



Agencies – "Pretty content, poor results"

Logical move. They're experts. They have process. Should work.

But here's what happens: They give you their "proven" template. Same one your competitors get.

What agencies deliver:

- "Let's make beautiful content that wins awards"
- 40-60 videos monthly
- Polished, professional content
- Safe, app-approved ideas
- Consistent mediocrity

What actually goes viral:

- "Let's test 600 variations to find what converts"
- Authentic, raw content
- Unexpected angles
- Testing wild ideas
- Finding YOUR unique voice

The real issue: Agencies optimize for looking good in their portfolio. You need content that actually converts.

Why they can't innovate: They use what worked for other clients. But your audience isn't their other clients.

Real example: Cal AI's polished agency video: 5K views. Their "ugly" authentic test: 2.7M views.



Influencers – "One expensive prayer"

The math seems good. They have 500K followers. Even 1% conversion = 5,000 users.

But here's what happens: Their audience loves them, not you.

\$20K

- One post, 24-hour spike
- Then back to baseline

80

- Sustained authentic content
- Trust through repetition

The real issue: You're renting their audience, not building your own. One voice, one time, one hope.

What actually works: 100 micro-creators sharing authentic experiences > 1 macro-influencer selling. Trust builds through repetition from multiple voices, not one loud voice.

The ceiling: Need 100s of tests to find viral DNA. But managing 100s breaks everything else.

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In-House – "Same brains, same dead ideas"

Ultimate ownership. Full alignment. Complete control. The dream setup.

But here's what happens: Creative well runs dry by month 3.

5 perspectives

Same team, same ideas Recycled content by month 3

250 perspectives

Fresh ideas constantly Diverse creators = viral variety

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How Winners Actually Scale

Only The Top 13% Know

Winners don't create more content. They create *smarter*.

The breakthrough:

600+

Variations of Content

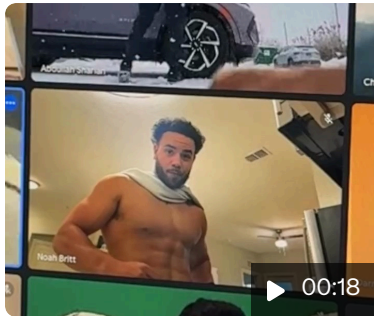
Test 600+ variations monthly until you find your viral DNA. Then scale what works infinitely.

Think of it like product development - you wouldn't launch after 10 user tests. Why do it with content?

Why This Changes Everything

When you test at scale, viral isn't lucky. It's **mathematical**.

Examples of Successful Testing



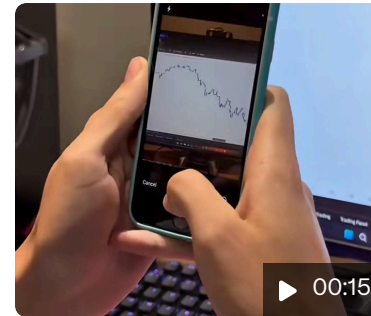
Wistia, Inc.

BoqWZPLfWbXNerBfJk5slvjyzo



00:18

- 30.9M Plays
- 3.2M Likes
- 5.5K Comments



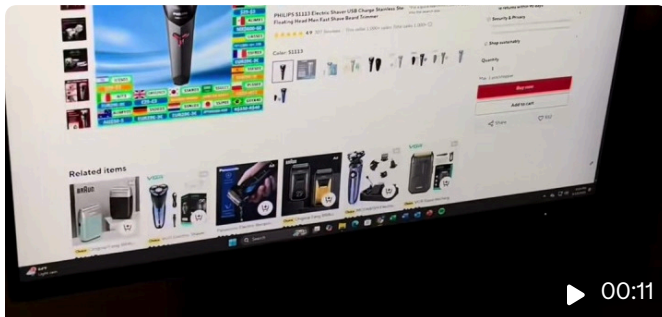
Wistia, Inc.

J6Mrw2xJp3v0txOl9AH1qO75lds



00:15

- 1.1M Plays
- 2219 Likes
- 28 Comments



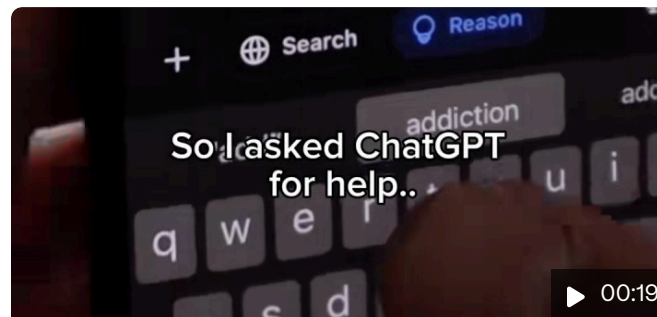
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Wistia, Inc.

E0HJhWzFIJdagvWSay5MFaLKzXU



- 1.2M Plays
- 7452 Likes
- 107 Comments



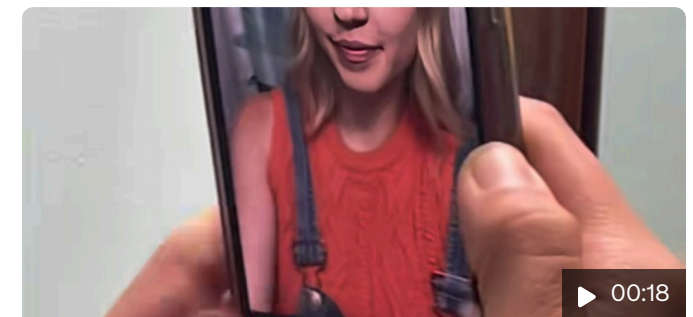
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Wistia, Inc.

CUe699QTgy04bZn641Aj8A5va6s



- 538K Plays
- 843 Likes
- 15 Comments



00:18

Wistia, Inc.

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- 7.7M Plays
- 186.4K Likes
- 2744 Comments

How Our Process Works

The exact system that's generated 200M+ views for consumer apps

3 Ways We Scale Apps to the Moon

Organic VGC – Get Discovered Organically

The Challenge:

- You're drowning in a sea of 3,000 daily app launches
- Your CAC is eating you alive
- Organic reach? Basically zero.

The Solution: Viral Growth Content (VGC)

- Access 250+ pre-vetted, trained creators in our network
- Test 600+ videos to find what actually goes viral
- AI-powered pattern recognition
- Scale only what works, kill what doesn't

Here's how VGC is different:

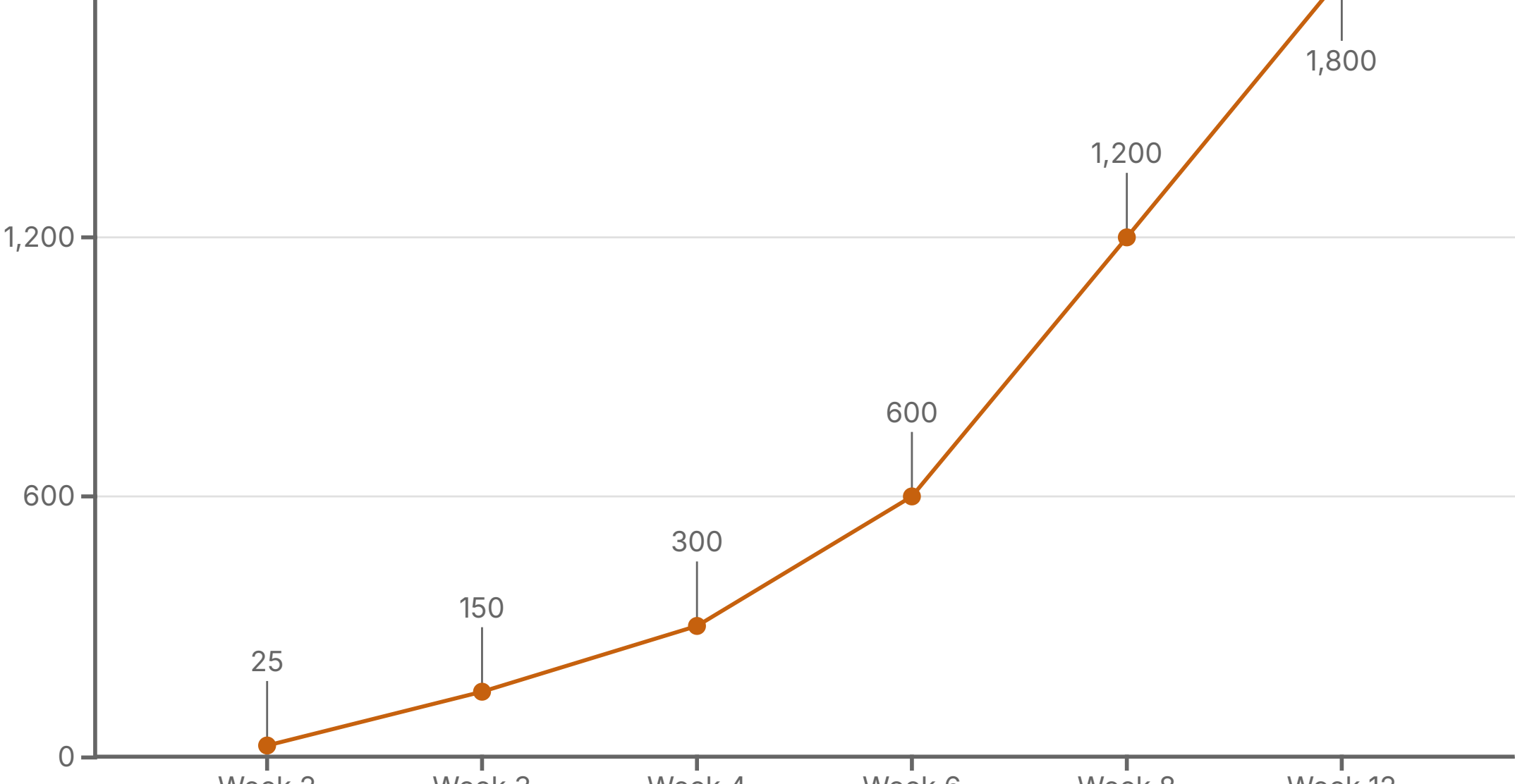
- Traditional UGC:** Hope 50 random posts work
- Our VGC:** Test 600+ systematically until you KNOW what works

You need this if:

- Nobody discovers your app naturally
- You tried hiring creators and it was chaos
- You want viral growth based on data, not luck
- You're tired of paying for every single user

The 90-Day Transformation

Content Pieces Produced Over Time



Day 1-14: Pre-Launch Setup

- Deep brand research and pain point mapping
- 250+ creator network activation
- App brief creation and distribution
- Result:** "Testing engine activated"

Week 3: First Wave (150 pieces)

- Initial content goes live
- Testing multiple hooks and formats
- Data patterns emerging
- Result:** "Starting to see what works"

Week 4-6: Rapid Scaling (300 → 600 pieces)

- Mass testing across all formats
- 3-5 viral formats discovered
- Double down on winners
- Result:** "We cracked the code"

Week 7-12: Scale Mode (1,200 → 1,800 pieces)

- Focus only on proven formats
- Top 10% scaled aggressively
- Predictable viral engine running
- Compound growth kicking in
- Result:** "Consistent viral hits"

Week 12+ Add Micro-Influencers

- Details below

Micro-Influencer Network – Build Trust at Scale

The Challenge:

- VGC gets you discovered, but discovery isn't enough
- New users are skeptical - they want social proof
- They need to hear from people like them, not from you
- Trust is the gap between "interesting" and "downloading"

The Solution: Micro-Influencer Network

- 50-80 authentic voices in YOUR niche
- Their 1K-10K engaged followers see them as friends, not salespeople
- Long-term relationships, not one-offs
- 10x higher engagement than macro-influencers
- Price of one celebrity = 100 micro-influencers

The Trust Math:

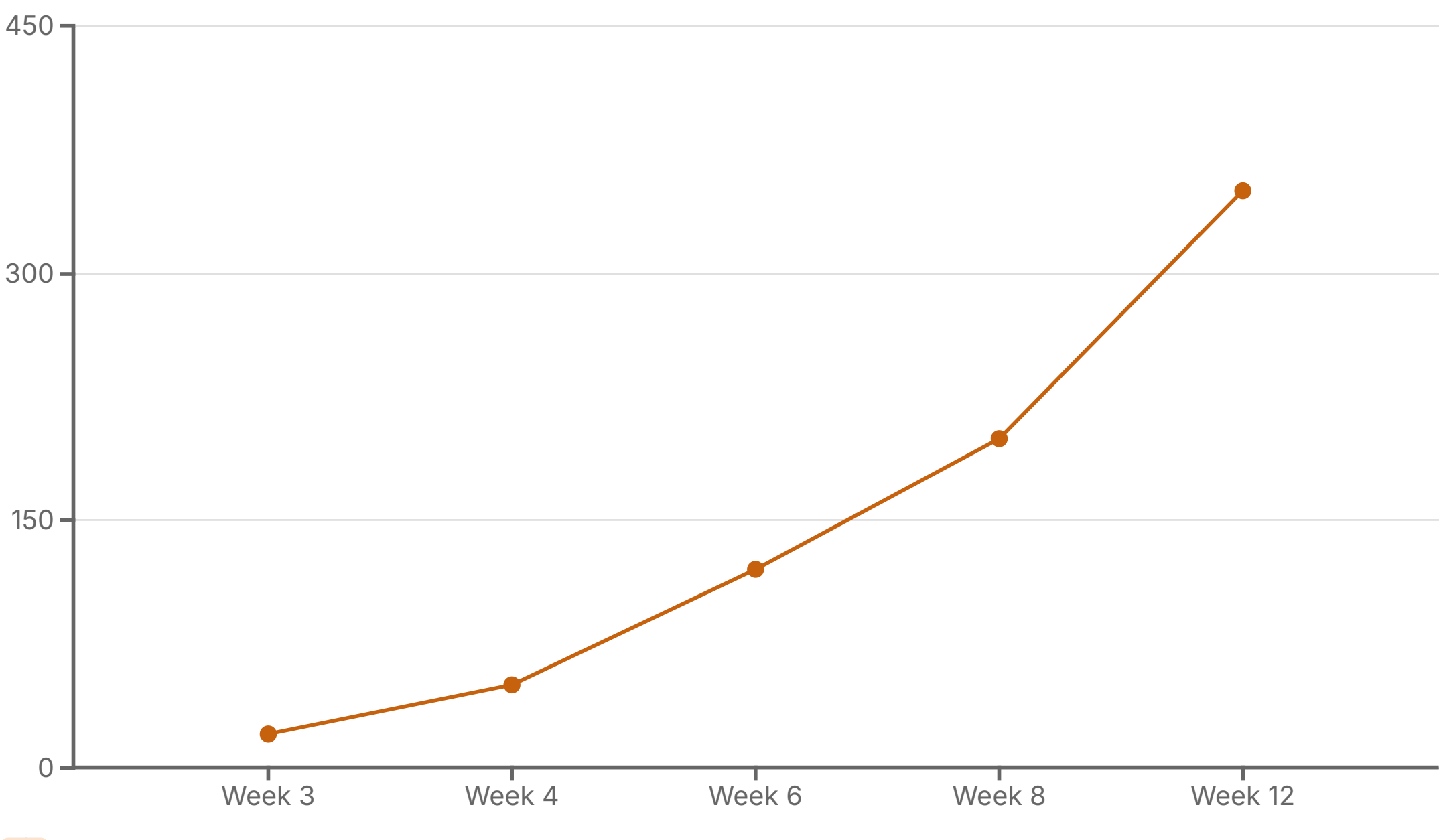
- 1 celebrity: \$50K → 10K real interactions
- 80 micro-influencers: \$50K → 80K real interactions
- 8x better results, same investment

Best for apps with:

- Your broad marketing feels like shouting into the void
- You're competing in a trust-sensitive category (health, finance, dating)
- Traditional ads are getting ignored or blocked
- You need to reach specific communities (gamers, students, parents)
- Celebrity quotes would blow your entire marketing budget

The 90-Day Transformation

Content Pieces Produced Over Time



Week 1-3: Strategic Setup

- Niche research and influencer mapping
- Outreach to 100+ potential partners
- 50-80 partnerships confirmed
- Creative alignment meetings
- App Store Connect tracking setup

Week 3-4: Trust Building Begins (20 → 50 pieces)

- First authentic posts go live
- Real users sharing real experiences
- Community engagement starting
- Not promotional, just genuine

Week 5-8: Momentum Building (120 → 200 pieces)

- Consistent posting rhythm
- Multiple voices reinforcing message
- Trust compounding daily
- Word-of-mouth effect beginning

Week 9-12: Sustained Advocacy (350+ pieces)

- Long-term partnerships thriving
- Authentic content library growing
- Community fully engaged
- Trust at scale achieved

Week 12+ Add Spark Ads

- Details below

Spark Ads Amplification – 10x Your Proven Winners

The Problem:

- You found content that works but organic reach plateaus
- That viral post got 100K views but you need 10M
- You're leaving massive growth on the table.

The Solution: Amplify Only What Works with Spark Ads

- Take your top 10% organic performers
- Boost through TikTok/Meta Spark Ads
- Maintain authenticity while scaling reach
- 5x better return on ad spend (ROAS) than cold ads

Why This Works:

- Cold ads:** Pay to discover what works
- Spark Ads:** Pay to scale what already works
- Result:** Every dollar works harder

You need this if:

- Have organic content getting traction
- Want to maximize proven winners
- Ready to scale aggressively
- Tired of guessing with ad creative

Our Process

Foundation Required:

- Run VGC campaign first (need winners to amplify)
- Or have existing viral content
- Minimum 10-20 proven pieces

1 Identify Winners

- Top 10% by engagement

2 Test Amplification

- Small budget validation

3 Scale Winners

- Pour fuel on the fire

4 Optimize Daily

- Adjust based on performance

This Is For Apps That:

- ✓ Have product-market fit (you're solving a real problem)
- ✓ Are ready to scale aggressively
- ✓ Have users that love what you built
- ✓ Want to own their category
- ✓ Know their app deserves more users

What Makes Us EVO Different

1

We Test Until We Know

Others make their best guess with 50 pieces. We find certainty through systematic testing

Example: Pageant's viral format was discovered on test #319 - something no agency would have tried

2

We Built the Network

Others scramble to find creators each time. We have 250+ pre-trained creators ready

Example: Chart AI went from managing 30 creators to accessing 250+ overnight

3

We Scale What Works

Others hope their next campaign is better. We identify winners and multiply them

Example: Cal AI found 3 winning formats, scaled them 100x

Our Story



Founded by Dawson Gibbs after personally helping Cal AI scale to 175K+ downloads and 30M views. From his 6-month experience working directly with Cal AI's co-founder Jake, Dawson created EVO to systematize what he learned.

- 300M+ organic views generated
- 40+ apps transformed
- Inventors of the VGC methodology

From 0 → 30M Views 90 Days (and 175K downloads)

Dawson x Cal AI



Before EVO: Dawson's Cal AI Success

- Personally managed 80+ influencers for Cal AI
- Generated 30M views in 90 days through UGC campaigns
- This personal experience became the blueprint for EVO

Our Playbook Is Proven

300M+

Total views we've achieved for our
founders & app owners

250+

Viral Content Creators and Influencers
working with us

2M+

Total Downloads generated with EVO

The Team Behind EVO



Dawson Gibbs

CEO



Christian

COO



Vladi

Head of Creators



Darren

Communications Director



Brandon

Organizational Director



Marty

Strategy Director



Justice

Creative Director



Drew

Creative Director



Marty

Strategy Director



Bradley

Head of UGC

Your Call With Evo Marketing

Here's exactly what we'll cover in 45 minutes:

1. Current Situation

- Understand your app, users, and current distribution
- Identify why your current approach isn't working
- Determine if we're the right fit to work together

2. Ideal Situation

- Understand where you want to be in the next 6 months
- Map out your custom campaign engineering strategy

3. Potential Synergy

- Show you the exact 90-day transformation plan
- Discuss next steps

Your Competition Is Already Moving

Right now, apps in your category are discovering this approach. In 90 days, they'll have insurmountable momentum.

But today? The window is wide open.

Cal AI grabbed it. Chart AI grabbed it. Pageant grabbed it. 40+ other apps grabbed it.

Your turn.

P.S. - The apps dominating tomorrow are starting their transformation today. When will you?