

# Domani User Acquisition Strategy

## Public Beta Launch Playbook

Comprehensive research compiled January 2026

### Executive Summary

This document outlines a multi-channel user acquisition strategy for Domani's public beta launch. The strategy is organized into three tiers based on cost and effort, with specific tactical recommendations, expected costs, tools, and timelines.

**Key Insights:**

- 1. Productivity apps have lower CPIs than gaming (\$2-4 vs \$5+) but face moderate conversion challenges due to category fragmentation
- 2. Organic channels (ASO, content, community) should be the foundation before scaling paid acquisition
- 3. The "evening planning psychology" angle is a genuine differentiator - research shows evening reflection increases next-day planning compliance by 79%

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## 1. Cost Benchmarks & Metrics

**Cost Per Install (CPI) Benchmarks 2025-2026**

Platform	Average CPI	Productivity Apps
iOS (overall)	\$4.70	\$2.50-4.00
Android (overall)	\$3.70	\$2.00-3.50
Google Ads	\$2.65-3.50	\$2.00-3.00
Meta (Facebook/Instagram)	\$3.75+	\$3.00-4.50
TikTok	\$2.88	\$2.00-3.50
Apple Search Ads	Varies	\$1.50-2.00 CPA

**Regional Variations:**

- North America: \$2.50-5.00
- EMEA: \$2.00-4.00
- LATAM: \$0.50-2.00
- APAC: \$1.50-3.00

**Key Trend:** CPI is rising 10-20% annually due to increased competition and privacy changes (iOS ATT, Android Privacy Sandbox).

**Retention Benchmarks (Productivity Apps)**

Timeframe	Benchmark
Day 1	17.1%
Day 7	6-7%
Day 30	4.1%
Day 90	10-30% (good)

**Domani Advantage:** Apps with habit-forming features (like evening planning rituals) typically outperform these benchmarks.

**Free-to-Paid Conversion Rates**

Model	Conversion Rate
Freemium (self-serve)	2.6-5%
Free Trial (opt-in)	10-18%
Free Trial (opt-out/card required)	48.8%
Business/Productivity category	8.9% download-to-trial

**Best Practice:** Longer trials (17-32 days) see highest median conversion at 45.7%.

## 2. Free/Organic Growth Tactics

### 2.1 App Store Optimization (ASO)

ASO drives up to 70% of app installs organically. This is the highest-ROI investment.

**Key ASO Elements**

**Title & Subtitle (iOS) / Title & Short Description (Android):**

- Include 1-2 primary keywords
- Keywords in title rank ~10% higher
- Example: "Domani - Evening Task Planner" or "Domani: Plan Tomorrow Tonight"

**Target Keywords for Domani:**

- Primary: "daily planner", "task planner", "productivity app", "to-do list"
- Secondary: "evening planning", "tomorrow planner", "daily routine", "task manager"
- Long-tail: "plan tomorrow's tasks", "evening productivity routine", "MIT task app"

### Screenshots & Videos:

- First 2 screenshots are critical (shown in search results)
- Show the evening planning flow
- Include social proof (ratings, reviews) in visuals
- Video can increase conversion - keep to 30 seconds for App Store

### Ratings & Reviews:

- Apps below 4 stars rarely get featured
- Target 4.2+ average rating
- Extra half-star can increase conversion by 25%
- Prompt for reviews after positive in-app moments (completed task, streak achievement)

### Localization:

- Start with top 5 markets: US, UK, Canada, Australia, Germany
- Localized apps have higher featuring chances
- 79% of Today tab featured apps support iPhone AND iPad

### ASO Tools Comparison

Tool	Best For	Cost
AppTweak	Mid-large teams, AI insights	\$83-549/mo
App Radar	Indie devs, ease of use	Free tier available
Sensor Tower	Enterprise, deep data	Premium
AppFollow	Review management	Free tier available

**Recommendation:** Start with App Radar free tier, upgrade to AppTweak when scaling.

### ASO Timeline

- Allow 3-4 weeks between updates to see ranking impact
- A/B test one element at a time (icon, screenshots, description)
- Update keywords monthly based on competitive analysis

## 2.2 Content Marketing & SEO

### Blog Content Strategy

Following Todoist's proven approach:

#### Content Pillars:

1. **Productivity Tips** - "How to Plan Your Evening for a Productive Tomorrow"
2. **Evening Routines** - "The Science of Evening Planning: Why Top Performers Plan Tomorrow Tonight"
3. **Task Management** - "MIT: Why Your Most Important Task Should Be Decided at Night"
4. **Digital Wellness** - "Stop Morning Decision Fatigue with Evening Planning"
5. **How-To Guides** - "Domani 101: Getting Started with Evening Planning"

#### SEO Focus Areas:

- Target long-tail keywords: "how to plan your day the night before"
- Create comparison content: "Best daily planner apps 2026"

- Answer questions: "What is evening planning?"

#### **Content Cadence:**

- 2-4 blog posts per month
- Repurpose into social content, email, and video

#### **Website SEO Checklist**

- Mobile-first design (60%+ traffic is mobile)
- Schema markup for app download pages
- Core Web Vitals optimization
- Voice search optimization (natural language keywords)

## **2.3 Social Media (Organic)**

#### **Platform Priority for Productivity Apps**

1. **Twitter/X** - Primary for build-in-public, tech community
2. **LinkedIn** - B2B angle, professionals
3. **Instagram** - Visual content, lifestyle angle
4. **TikTok** - Viral potential, younger demographic
5. **Reddit** - Community engagement, honest feedback

#### **Twitter/X Strategy**

##### **Build in Public Approach:**

- Share development updates, decisions, learnings
- Post 3-5x daily during launch phase
- Use hashtags: #buildinpublic, #indiedev, #productivity
- 80/20 rule: 80% value/engagement, 20% promotion

##### **Content Ideas:**

- Daily user count updates
- Feature request polls
- Behind-the-scenes development
- User testimonials/screenshots
- Productivity tips related to evening planning

##### **Key Metrics:**

- X has 540M+ monthly active users
- 79% of users follow brands for updates
- 40% higher ROI than other platforms for engaged audiences

#### **Reddit Strategy**

Reddit visibility in Google increased 1,348% in 2025 - major SEO opportunity.

##### **Target Subreddits:**

- r/productivity (high activity)
- r/getdisciplined
- r/apps
- r/iosapps / r/androidapps
- r/ADHD (task management angle)
- r/entrepreneurs

**Engagement Rules:**

- Contribute value for 30+ days before any promotion
- Never spam links
- Share genuinely helpful responses
- Build karma in target communities
- Create an account in your founder name, not brand

**The Karma Ladder (4-6 month process):**

1. Foundation: Observe, upvote, occasional comments
2. Authority: Helpful detailed comments, build reputation
3. Engagement: Start discussions, answer questions
4. Intent: Occasional relevant mentions of product

**2.4 Community Building****Discord Server****Setup Recommendations:**

- Create community features: welcome screen, announcement channels
- Use bots for automation (welcome messages, FAQ)
- Channel structure: #general, #feature-requests, #bug-reports, #productivity-tips

**Growth Tipping Point:**

- Focus on quality over quantity initially
- Most servers see organic acceleration at 500-1000 members
- Cross-promote with complementary apps/communities

**Engagement Tactics:**

- Weekly "What's your MIT today?" threads
- Evening planning challenges
- Feature voting polls
- Beta tester exclusive access

**Email Community**

- Build waitlist from day one
- Segment by interest (power users, casual, business)
- Weekly newsletter with productivity tips
- Early access to new features for engaged subscribers

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**3. Paid Acquisition Channels****3.1 Apple Search Ads****Why It's the Best Starting Point:**

- 60%+ conversion rates
- High-intent users actively searching
- Productivity apps have stable acquisition costs (<\$2 CPA)
- 30% retention after 30 days (2x social media)
- 34% lower CPI when aligned with ASO strategy

#### **Campaign Structure:**

1. **Brand Campaign** - Capture searches for "Domani"
2. **Competitor Campaign** - Bid on competitor names (Todoist, Things, Structured)
3. **Category Campaign** - Broad keywords ("task app", "daily planner")
4. **Discovery Campaign** - Let Apple find users

#### **Optimization Tips:**

- Create Custom Product Pages for different keyword groups
- CPP can increase conversion 20-35%
- Best months: August (lowest CPA), avoid March/November (highest)
- Start with \$20-50/day, scale winners

#### **Expected Performance:**

- Productivity CR: ~59.5%
- TTR: ~10%
- Target CPA: \$1.50-2.50

### **3.2 Google App Campaigns (UAC)**

#### **Key Characteristics:**

- Automated (limited manual control)
- Shows on Search, Play Store, YouTube, Display Network
- 140% more conversions per dollar vs other Google solutions

#### **Asset Requirements:**

- 5 headlines (30 chars)
- 5 descriptions (90 chars)
- Up to 20 images
- Up to 20 videos (recommended)

#### **Best Practices:**

- Optimize App Store listing first (Google uses it for targeting)
- Provide variety of creative formats
- Use Firebase/GA4 for conversion tracking
- Start with Install optimization, move to Event optimization after 50+ weekly events

#### **Budget:**

- Minimum \$50/day recommended for learning phase
- tCPA bidding after sufficient data

### **3.3 Meta (Facebook/Instagram)**

#### **Campaign Setup:**

- Use "App Promotion" objective
- Link with MMP (AppsFlyer, Adjust) for accurate tracking
- Set up Conversions API (CAPI) for iOS attribution

#### **Creative Best Practices 2026:**

- Video: 60%+ of time is video consumption
- Vertical formats: 4:5 for feed, 9:16 for Stories/Reels

- UGC-style content outperforms polished ads
- 0-3 second hook critical
- Refresh creative every ~21 days

#### **Targeting:**

- Broad targeting + creative variety > micro-targeting
- Use Advantage+ for AI optimization
- Retarget app store visitors, website visitors

**Expected CPI:** \$3-5 for productivity apps

### **3.4 TikTok Ads**

#### **Why TikTok:**

- 95% lower CPI (SKAN) than other platforms
- 59% more in-app engagement in first week
- 39% lower uninstall rate
- 1.5B+ monthly active users

#### **Best Practices:**

- Native-style content (not polished ads)
- Spark Ads using creator content
- Use Smart+ for AI optimization
- Short-form showing app in action

#### **Optimization Options:**

- Clicks > Installs > In-App Events > Value
- Move to event optimization once you have data

#### **Success Metrics:**

- One client saw 57% lower CPIs with native Spark Ads vs polished videos
- 170% uplift in conversion rate

### **3.5 Influencer Marketing**

#### **Micro-Influencer Focus:**

- 10K-100K followers: ~\$198/post average
- 60% more engagement than macro influencers
- ROI: \$5.78 return per \$1 spent

#### **Finding Influencers:**

- Search productivity/lifestyle hashtags
- Look for authentic "day in my life" creators
- Tech/productivity YouTube channels
- Notion/productivity tool reviewers

#### **Outreach Strategy:**

1. Engage with their content first
2. Personalized pitch highlighting alignment
3. Offer free premium access + affiliate code

4. Consider usage rights fees (\$100-1,500+)

**Budget:**

- Start with 5-10 micro-influencers
  - \$200-500 per post
  - Total: \$1,000-5,000 initial test
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## 4. PR & Launch Strategies

### 4.1 Product Hunt Launch

**The Stakes:**

- Top 5 gives major visibility, social proof, badges
- Drives highly qualified early adopter traffic
- Can lead to thousands of users

**Preparation (50-120 hours):**

**4-8 Weeks Before:**

- Create Coming Soon page
- Build community (engage on PH for 30+ days)
- Prepare visual assets (3-second attention grabber)
- Create 30-60 second demo video
- Line up supporters to engage day of

**Timing:**

- Best days: Tuesday, Wednesday, Thursday
- Launch: 12:01 AM Pacific Time
- High-traffic days = more exposure but more competition
- Weekend = less competition but lower traffic

**Launch Day:**

- Critical: First 3-6 hours set momentum
- Distribute engagement throughout day (avoid vote spikes)
- Focus on first 4 hours and last 2 hours
- Respond to every comment
- Share on social with direct link

**Post-Launch:**

- Thank supporters
- Follow up with signups for feedback
- Use badge on website/app store listing

**Goal:** Top 5 Product of the Day minimum

### 4.2 Apple App Store Featuring

**The Process:**

1. Log into App Store Connect
2. Navigate to Featured > Nominations



3. Submit nomination 6-8 weeks before launch (up to 3 months for wider consideration)

#### What Apple Looks For:

- User experience quality
- UI design excellence
- Latest Apple tech integration (widgets, Siri Shortcuts)
- Multi-device support (iPhone + iPad = 79% of featured apps)
- 4.2+ star rating
- Regular updates
- Global availability + localization

#### Best Chances:

- New app launches
- Major feature updates
- Integration of new Apple APIs
- Unique differentiator (evening planning psychology)

#### Featuring Types:

- Today Tab stories
- App of the Day
- Category features
- Collections

## 4.3 Tech Blog Coverage

#### Priority Publications

Publication	Best For	How to Pitch
TechCrunch	Launches, funding, trends	Individual writers, not inbox
The Verge	Consumer tech, design	Find specific beat writers
Cult of Mac	Apple ecosystem	Apple-focused angle
9to5Mac	iOS apps	New app reviews
Product Hunt Blogs	Indie apps	Leverage PH launch

#### Pitching Best Practices

##### Research:

- Search publication for similar coverage
- Find writers who cover productivity/apps
- Read their recent work

##### The Pitch:

- Subject: Short, clear, newsworthy
- Body: 7 sentences max
- What makes Domani unique (evening planning psychology)
- Personal story/motivation
- Attach press kit (don't make them ask)

**Press Kit Contents:**

- App screenshots (high-res)
- Founder photos
- App icon
- One-pager fact sheet
- Founder bio
- Video/GIF demos

**Timing:**

- Pitch 1-2 weeks before launch
- Follow up once, politely
- Morning/Tuesday-Thursday best

**4.4 Podcast Sponsorships****Productivity Podcast Landscape:**

- Focus (Cal Newport adjacent)
- The Productivity Show
- Beyond the To-Do List
- Cortex
- Mac Power Users
- Focused (Relay FM)

**Cost Benchmarks:**

- Mid-roll host-read: \$15-30 CPM
- Pre-roll: \$18-25 CPM
- Post-roll: \$10-20 CPM
- Niche/smaller shows: \$500-2,000 flat fee

**Best ROI:**

- Micro/mid-tier podcasts with engaged audiences
- Host-read ads (higher trust)
- Multiple spaced-out reads
- Promo code for tracking

**Budget:**

- Test with 2-3 relevant podcasts
- \$1,000-3,000 initial investment
- Track with unique promo codes

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**5. Growth Hacks & Viral Mechanics****5.1 Referral Program****Structure (Dropbox Model):**

- Two-sided reward: Both referrer and referee benefit
- Example: "Give a friend 1 month free, get 1 month free"
- Or: "Refer 3 friends, unlock Premium forever"

**Implementation Tips:**

- Integrate sharing at high-satisfaction moments
- Place after completing first successful plan
- Pre-written share messages
- Unique referral links/codes
- Gamify with tiers (Bronze/Silver/Gold referrer)

**Key Metrics:**

- Need 1.1+ referrals per user for viral loop
- Track: referrals, conversion rate, LTV of referred users

**Tools:**

- Viral Loops
- ReferralCandy
- Branch (deep linking)

## 5.2 Cross-Promotion Partnerships

**Complementary App Categories:**

- Sleep tracking apps
- Meditation/mindfulness apps
- Habit trackers
- Calendar apps
- Note-taking apps

**Partnership Structure:**

- In-app mentions/banners
- Newsletter swaps
- Social media shoutouts
- Bundled offers ("Get Domani + [Partner] for X")

**How to Approach:**

1. Identify non-competing apps with similar audience
2. Reach out to founders directly (Twitter, LinkedIn)
3. Propose mutual value exchange
4. Start small, measure results

**Expected Impact:**

- Companies report 20-30% revenue increase from cross-promotion

## 5.3 Viral Content Mechanics

**Shareable Moments:**

- "My plan for tomorrow" share card
- Weekly/monthly productivity stats
- Streak achievements
- "MIT completed" celebration
- Year in review

**Widget Strategy:**

- iOS home screen widget
- Lock screen widget (iOS 16+)
- Visible daily = top of mind = referral potential

#### Social Proof:

- In-app display of user count
- "Join X people planning tomorrow tonight"

## 5.4 Build in Public

#### The Strategy:

- Share journey on Twitter/X, LinkedIn
- Revenue updates, user counts, decisions
- Challenges and failures (humanizing)
- Feature request polls

#### Benefits:

- Builds community of invested users
- Free marketing through authenticity
- Lower CAC through organic discovery
- Attracts talent and potential partners

#### Best Practices:

- Be consistent (daily/weekly updates)
- Be honest, not reckless
- Balance sharing with protecting competitive advantage
- Use multiple channels: Twitter, Indie Hackers, LinkedIn

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## 6. Tools & Platforms

### ASO & App Intelligence

Tool	Purpose	Cost
AppTweak	Comprehensive ASO	\$83-549/mo
App Radar	ASO, keyword tracking	Free-\$79/mo
Sensor Tower	Market intelligence	Enterprise
AppFollow	Review management	Free-\$119/mo

### Analytics & Attribution

Tool	Purpose	Cost
AppsFlyer	MMP, attribution	Usage-based
Adjust	MMP, attribution	Usage-based
Branch	Deep linking, attribution	Free tier

RevenueCat	Subscription analytics	Free-\$8/mo
Mixpanel	Product analytics	Free tier

**Social & Community**

Tool	Purpose	Cost
Buffer	Social scheduling	Free-\$6/mo
Hootsuite	Social management	\$99+/mo
Discord	Community	Free
Mailchimp	Email marketing	Free tier
Beehiiv	Newsletter	Free tier

**Referral & Growth**

Tool	Purpose	Cost
Viral Loops	Referral programs	\$49+/mo
ReferralCandy	Referral management	\$59+/mo
Gleam	Contests/giveaways	Free-\$29/mo

**PR & Outreach**

Tool	Purpose	Cost
Hunter.io	Email finding	Free tier
HARO	Media connections	Free
Prowly	PR management	\$258+/mo

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## 7. Prioritized Timeline

**Phase 1: Foundation (Weeks 1-4)**

**Week 1-2: Pre-Launch Prep**

- ☐ Complete ASO optimization (keywords, screenshots, description)
- ☐ Set up App Store Connect feature nomination
- ☐ Create press kit
- ☐ Set up analytics (RevenueCat, Mixpanel)
- ☐ Create landing page with email capture

**Week 3-4: Community Building**

- ☐ Start Twitter/X account, begin building in public

- ☐ Join Reddit communities, start contributing value
- ☐ Create Discord server
- ☐ Prepare Product Hunt listing (Coming Soon page)
- ☐ Set up email nurture sequence

**Investment:** Time only, \$0-200 (tools)

## Phase 2: Launch (Weeks 5-8)

### Week 5-6: Product Hunt Launch

- ☐ Execute Product Hunt launch
- ☐ Intensive social media push
- ☐ Send launch email to waitlist
- ☐ PR outreach to tech blogs
- ☐ Post in Reddit communities (where appropriate)

### Week 7-8: Early Paid Testing

- ☐ Launch Apple Search Ads (brand + category)
- ☐ Begin micro-influencer outreach
- ☐ A/B test app store assets
- ☐ Implement in-app review prompts

**Investment:** \$1,000-3,000 (ads + influencers)

## Phase 3: Scale (Weeks 9-16)

### Week 9-12: Paid Acquisition

- ☐ Scale winning Apple Search Ads campaigns
- ☐ Launch Google App Campaign
- ☐ Test TikTok ads with native content
- ☐ Implement referral program

### Week 13-16: Expansion

- ☐ Launch Meta ads
- ☐ Cross-promotion partnerships
- ☐ Podcast sponsorship tests
- ☐ Content marketing cadence established

**Investment:** \$3,000-10,000/month

## Phase 4: Optimization (Ongoing)

- ☐ Monthly ASO updates
  - ☐ Weekly creative refresh for paid
  - ☐ Continuous A/B testing
  - ☐ Community engagement
  - ☐ Content calendar execution
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## 8. Budget Scenarios

### Scenario A: Bootstrap (\$500/month)

**Focus:** Organic-first strategy

Channel	Monthly Spend	Expected Installs
ASO optimization	\$0 (time)	500-1,500
Content/SEO	\$0 (time)	100-500
Reddit/Twitter	\$0 (time)	100-300
Apple Search Ads	\$500	200-350
<b>Total</b>	<b>\$500</b>	<b>900-2,650</b>

**Effective CPI:** \$0.19-0.56

### Scenario B: Growth (\$2,500/month)

**Focus:** Balanced organic + paid

Channel	Monthly Spend	Expected Installs
ASO tools	\$100	-
Apple Search Ads	\$1,000	400-650
Google UAC	\$500	150-250
Micro-influencers	\$500	200-500
Content/community	\$400 (tools)	200-500
<b>Total</b>	<b>\$2,500</b>	<b>950-1,900</b>

**Effective CPI:** \$1.32-2.63

### Scenario C: Accelerate (\$10,000/month)

**Focus:** Multi-channel scaling

Channel	Monthly Spend	Expected Installs
ASO tools	\$200	-
Apple Search Ads	\$3,000	1,200-2,000
Google UAC	\$2,000	600-1,000
Meta Ads	\$2,000	400-650
TikTok Ads	\$1,500	500-1,000

Influencers	\$1,000	400-1,000
PR/podcasts	\$300	Variable
<b>Total</b>	<b>\$10,000</b>	<b>3,100-5,650</b>

**Effective CPI:** \$1.77-3.23

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## Key Success Metrics to Track

### Acquisition Metrics

- Daily/weekly installs by channel
- CPI by channel
- Organic vs paid ratio (target: 50%+ organic)
- App store conversion rate

### Engagement Metrics

- Day 1, 7, 30, 90 retention
- Plans created per user
- Tasks completed
- Evening planning session frequency

### Monetization Metrics

- Trial start rate
- Trial to paid conversion rate
- LTV by acquisition channel
- Payback period

### Virality Metrics

- Referral invites sent
  - Referral conversion rate
  - K-factor (viral coefficient)
  - Share rate
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## Domani's Unique Positioning

### The Evening Planning Angle

#### Research-Backed Differentiator:

- Evening reflection increases next-day planning compliance by 79%
- 34% of planned tasks go unfinished - evening planning addresses this
- Most competitors focus on morning planning; Domani owns the evening

#### Messaging Framework:

- "Plan tomorrow tonight, not in tomorrow's chaos"
- "The last 10 minutes of your day = the first win of tomorrow"
- "Top performers don't start their day planning. They end it planning."

#### Content Angles:



- The science of evening planning
- Why morning planning fails
- How evening routines boost next-day productivity
- The MIT (Most Important Task) philosophy

#### Target User Personas:

1. **Overwhelmed Professional** - Too many tasks, needs focus
  2. **Anxious Planner** - Worries about tomorrow, needs closure
  3. **Productivity Enthusiast** - Optimizes everything, wants edge
  4. **ADHD/Neurodivergent** - Needs structure and external brain
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