Domani User Acquisition Roadmap

Your Situation

- **Budget**: $100-500/month
- **Primary Goal**: User volume (downloads)
- **Existing Assets**: Personal social following, Email list
- **Phase**: Public Beta Launch

Executive Summary

With a modest budget, your strategy should be **80% organic, 20% paid amplification**. The good news: productivity apps have favorable economics (lower CPI than gaming), and your evening planning angle is genuinely differentiated.

Target: 1,000-3,000 users in first 3 months

Phase 1: Foundation (Weeks 1-2)

Cost: $0 | Time: 10-15 hours

1.1 App Store Optimization (ASO) - CRITICAL

ASO drives 70% of app discovery. Do this FIRST.

iOS App Store:

```
Title: Domani: Plan Tomorrow Tonight (29 chars)
Subtitle: Evening Planner & Task List (27 chars)

Keywords (100 chars):
daily planner,task manager,todo list,productivity,evening
routine,tomorrow,MIT,focus,planning app
```

Google Play:

```
Title: Domani: Plan Tomorrow Tonight — Daily Task Planner
Short Description: Plan your day the night before. Set your Most Important Task. Wake
up focused.
```

Action Items:

- ☐ Update App Store metadata with optimized keywords
- ☐ Update Google Play listing
- ☐ Create 8 screenshots following this flow:
    1. Hero: "Plan Tomorrow, Tonight" with app preview
    2. Evening Planning: Show task creation at night
    3. MIT Selection: "Know Your #1 Priority"
    4. Today Screen: "Wake Up Ready"
    5. Progress Tracking: "See Your Wins"
    6. Smart Categories: "Organized Your Way"

      7. Dark Mode: "Beautiful Day & Night"

      8. Social Proof: Rating/testimonials (when available)

Tools:

- [AppTweak](#) - Free trial for keyword research
- [MobileAction](#) - Free tier for competitive analysis

1.2 Apple Feature Nomination

Submit NOW - takes 6-8 weeks for consideration.

Action Items:

- ☐ Go to App Store Connect → Features → Nominations
- ☐ Submit with compelling story about evening planning psychology
- ☐ Highlight: Unique positioning, clean design, dark mode, accessibility

1.3 Set Up Analytics & Attribution

Action Items:

- ☐ Ensure RevenueCat analytics are working
- ☐ Add "How did you hear about us?" survey in onboarding
- ☐ Options: App Store, Google Search, Social Media, Friend/Referral, TikTok, Other

---

Phase 2: Soft Launch (Weeks 2-4)

Cost: $0-100 | Time: 5-8 hours/week

2.1 Leverage Your Email List - HIGHEST ROI

Your email list is your warmest audience. Use it strategically.

Email Sequence:

1. **Announcement Email** (Day 1): "Domani is now in public beta"

   - Personal story about why you built it
   - Clear CTA: Download + leave review
   - Ask for feedback

2. **Value Email** (Day 4): "The science behind evening planning"

   - Educational content about decision fatigue
   - Soft CTA to download

3. **Social Proof Email** (Day 10): "What early users are saying"

   - Share testimonials/feedback
   - Ask for referrals

Expected Results: 10-20% conversion to downloads from engaged list

2.2 Personal Social Channels

Build in Public Strategy: Post 3-5x per week across your channels:

Day	Content Type	Example
Mon	Milestone	"Just hit 100 beta users!"
Wed	Behind-the-scenes	"Here's why we limit to 3 tasks..."
Fri	User feedback	"This message made my week..."
Sat	Educational	"Why evening planning works (thread)"

Platform Priority:

1. **Twitter/X** - Best for tech/productivity audience, build in public works here
2. **LinkedIn** - Professional productivity angle
3. **Instagram** - Visual planning content, stories

Action Items:

- ☐ Schedule 2 weeks of content in advance
- ☐ Create a "Domani launch" highlight reel
- ☐ Pin launch tweet/post

2.3 Reddit Engagement (Free, High-Value)

Target Subreddits:

- r/productivity (2.4M members)
- r/getdisciplined (1M members)
- r/DecidingToBeBetter (500K)
- r/Entrepreneur (2M)
- r/apps (if self-promo allowed)

Strategy:

1. Provide genuine value for 2+ weeks before mentioning your app
2. Answer questions about productivity, planning
3. When relevant, mention "I actually built an app for this..." naturally
4. Never spam - Reddit will destroy you

Action Items:

- ☐ Create/dust off Reddit account
- ☐ Set goal: 10 helpful comments before any self-promotion
- ☐ Find 3-5 threads where evening planning is genuinely relevant

---

Phase 3: Product Hunt Launch (Week 4-5)

Cost: $0 | Time: 15-20 hours prep

Product Hunt can deliver 500-2,000+ users in a single day.

Pre-Launch (2+ weeks before)

Action Items:

- [ ] Create "Coming Soon" page on Product Hunt
- [ ] Engage on PH daily: upvote, comment on other launches
- [ ] Build relationships with active hunters
- [ ] Prepare assets:
  - [ ] 30-second demo video
  - [ ] 5 high-quality screenshots
  - [ ] Compelling tagline
  - [ ] Detailed description with founder story

Launch Day Strategy

Timing: Launch Tuesday-Thursday, 12:01 AM PT

Tagline Options:

- "Plan tomorrow tonight. Wake up focused."
- "The productivity app for night owls who want better mornings"
- "Stop planning in chaos. Start planning in calm."

Day-of Actions:

- [ ] Post early (12:01 AM PT)
- [ ] Email your list asking for support (not votes - against TOS)
- [ ] Post on social channels
- [ ] Respond to EVERY comment within 1 hour
- [ ] Share behind-the-scenes on Twitter throughout day

Expected Results: 200-1,000 users (varies widely)

Phase 4: Paid Amplification (Weeks 5-8)

Cost: $100-500/month

4.1 Apple Search Ads - Best Starting Point

Apple Search Ads has 60%+ conversion rates and lowest CPI for productivity apps.

Budget Allocation: $200-300/month

Campaign Setup:

```
Campaign 1: Brand Defense ($50/month)
- Keywords: domani, domani app, domani planner
- Exact match only
- Purpose: Protect brand searches

Campaign 2: Category ($150-250/month)
- Keywords: daily planner, evening planner, task planner,
  tomorrow planner, simple todo, productivity app
- Broad match to discover new terms
- Target CPI: $1.50-2.50
```

Action Items:

- ☐ Create Apple Search Ads account
- ☐ Start with $10-20/day
- ☐ Monitor and optimize weekly
- ☐ Pause keywords with CPI > $4

4.2 TikTok (Organic First, Then Paid)

Organic Strategy ($0):

Post 3-4x per week with this content mix:

Content Type	%	Example
Evening Ritual	40%	"POV: It's 9 PM and you're planning tomorrow"
Morning Transformation	30%	"Me waking up with vs. without a plan"
Productivity Tips	20%	"The 3-task rule that changed my life"
Trends	10%	Jump on relevant sounds/formats

Video Specs:

- Length: 21-34 seconds optimal
- Hook in first 3 seconds
- Raw/authentic beats polished
- Post 7-9 PM (when planners are planning)

Hashtags: `#productivity #morningroutine #planwithme #eveningroutine #thatgirl #gettingmylifetogether`

Paid Amplification ($100-200/month):

- Use Spark Ads to boost organic content that performs well
- Minimum: $50/day for any campaign
- Target CPI: $2-3.50

4.3 Micro-Influencer Outreach

Budget: $100-200 for 2-3 nano influencers

Target Creators:

- 5K-50K followers
- Productivity, planning, study, lifestyle niches
- High engagement rate (>5%)

Outreach Template:

```
Subject: Collab? Your [specific video] resonated with me

Hey [Name],

I loved your video about [specific content]. I built Domani,
a planning app based on the idea that planning tomorrow
```

```
TONIGHT (when you're calm) beats planning in the morning
chaos.

Would you be open to trying it and sharing if you genuinely
like it? Happy to offer [lifetime premium / payment] for an
authentic review.

No pressure for positive coverage — just honest thoughts.

[Your name]
```

Where to Find Creators:

- TikTok Creator Marketplace
- Search relevant hashtags
- Collabstr - influencer marketplace
- Heepsy - influencer search

Expected Cost: $50-200 per nano/micro influencer

Phase 5: Community Building (Ongoing)

Cost: $0 | Time: 2-3 hours/week

5.1 Discord Server

Action Items:

- ☐ Create Domani Discord server
- ☐ Channels: #general, #feature-requests, #bugs, #wins, #introductions
- ☐ Invite beta users
- ☐ Be active daily (even 10 minutes)

5.2 Twitter/X Community

Action Items:

- ☐ Follow productivity influencers
- ☐ Engage genuinely (not just promoting)
- ☐ Share user wins and testimonials
- ☐ Reply to tweets about morning chaos, productivity struggles

---

Budget Allocation Summary

Conservative ($100/month)

Channel	Budget	Expected Installs
Apple Search Ads	$100	40-65
Organic (social, Reddit, content)	$0	50-150

Total		$100	90-215

Moderate ($300/month)

Channel	Budget	Expected Installs
Apple Search Ads	$200	80-130
TikTok Spark Ads	$50	15-25
1 Micro-influencer	$50	20-50
Organic	$0	50-150
Total	$300	165-355

Aggressive ($500/month)

Channel	Budget	Expected Installs
Apple Search Ads	$300	120-200
TikTok Ads	$100	30-50
2 Micro-influencers	$100	40-100
Organic	$0	50-150
Total	$500	240-500

12-Week Timeline

Week	Focus	Key Actions
1-2	Foundation	ASO optimization, Feature nomination, Analytics setup
2-3	Soft Launch	Email list, Personal social, Reddit engagement
4-5	Product Hunt	Launch prep, Launch day, Follow-up
5-6	Paid Kickoff	Apple Search Ads setup, First campaigns
7-8	TikTok	Organic content, Test Spark Ads
9-10	Influencers	Outreach, First partnerships
11-12	Optimize	Double down on what works, Cut what doesn't

Key Metrics to Track

Weekly

- Downloads (iOS + Android)
- Cost per install (by channel)

- App Store impressions & conversion rate

Monthly

- Day 1 / Day 7 / Day 30 retention
- Trial starts
- Trial → Paid conversion
- Revenue

Benchmarks

Metric	Industry Avg	Your Target
Day 1 Retention	17%	25%+
Day 7 Retention	8%	12%+
Day 30 Retention	4%	8%+
Trial Conversion	10-18%	15%+
App Store Rating	4.0	4.5+

Quick Wins Checklist

This Week:

- ☐ Update ASO (title, subtitle, keywords, description)
- ☐ Submit Apple Feature nomination
- ☐ Send announcement email to your list
- ☐ Post launch announcement on personal social
- ☐ Create Product Hunt "Coming Soon" page

This Month:

- ☐ Product Hunt launch
- ☐ Start Apple Search Ads ($100-200)
- ☐ Post 2x/week on TikTok
- ☐ Engage on Reddit 3x/week
- ☐ Reach out to 5 micro-influencers

Tools & Resources

Free

- [App Radar](#) - ASO management
- [Buffer](#) - Social scheduling (free tier)
- [Canva](#) - Screenshot/creative design
- [CapCut](#) - Video editing for TikTok

Paid (When Scaling)

- [AppTweak](#) - $69-549/mo - Advanced ASO

- [Collabstr](#) - Influencer marketplace
- [Viral Loops](#) - $49+/mo - Referral program

Learning

- [ASO Stack](#) - Free ASO newsletter
- [Mobile Dev Memo](#) - Industry news
- [Lenny's Newsletter](#) - Growth tactics

What Success Looks Like

Month 1: 300-500 users

- Product Hunt launch complete
- ASO optimized and ranking for target keywords
- Apple Search Ads running profitably

Month 2: 700-1,200 total users

- TikTok content gaining traction
- First influencer partnerships
- Community starting to form

Month 3: 1,500-3,000 total users

- Sustainable acquisition channels identified
- Word of mouth starting
- Ready to scale what works

Last Updated: January 4, 2026