

WAXFEED

Marketing Campaign Plan

Q1 2025 Launch Campaign

\$10,000 Budget

Prepared by Polarity Lab LLC

for WBRU / Brown Broadcasting Services LLC

December 2024

1 Executive Summary

Opportunity	616M paid streaming subscribers. Zero social discovery platform for music. Letterboxd proved \$10M+ revenue for film.
Position	Waxfeed is “Letterboxd for Music” — discover albums through people, not algorithms.
Objective	Acquire 2,500+ early adopters who establish Waxfeed’s culture.
Partnership	WBRU revamp positions Brown Broadcasting Services as founding partner of a cultural platform.

2 Campaign Concept

2.1 Creative Concept: “Your Taste Deserves a Home”

Insight: Music people are the curators of their friend groups. They make the playlists. They text the recs. But there’s no *place* for this.

Tension: You’ve spent years developing your taste. It lives nowhere.

Resolution: Waxfeed. Your reviews. Your lists. Your friends. Your feed.

2.2 Taglines

Primary	Secondary
“Your taste deserves a home”	“Music sounds better with friends”
“Friends > Algorithms”	“Stop texting recs. Start reviewing.”

3 FOMO & User Incentives

3.1 Early Adopter Program: “First 1,000”

Incentive	Mechanism	FOMO Trigger
Founding Critic Badge	Permanent profile badge	“347 spots left”
Early Adopter Wax	100 bonus Wax to give	“Shape the culture”
Username Priority	Claim @handle first	Scarcity

3.2 Referral Mechanism

- Each user gets unique invite link
- Referrer + referee both get 25 bonus Wax
- “Top Inviters This Week” leaderboard

4 Copy Framework

4.1 Headlines (A/B Test)

Audience	Headline
Letterboxd Users	"You rate films. Now rate albums."
Music Twitter	"Stop threading your takes. Build a profile."
Spotify Power Users	"Your library says nothing. Your reviews say everything."
College Radio	"Your station has taste. Now prove it."
General	"Music finally has its Letterboxd."

4.2 Long-form Copy

"You're the music person in your friend group. You make the playlists. You text the recs. You have opinions on every album that drops. But where does all that taste live? Scattered in group chats. Lost in threads. Waxfeed is where your taste finally has a home. Review albums. Follow friends. Discover through people, not algorithms. This is Letterboxd for music."

4.3 Short Copy (Ads)

- **Instagram:** "Letterboxd for music. Review albums. Follow friends. Free."
- **Reddit:** "RYM is ugly. Spotify recs suck. We fixed both."
- **TikTok:** "POV: You finally have somewhere for your music taste"

5 Calls to Action

Placement	CTA
Primary (all ads)	"Claim Your Username →"
Secondary	"Join Free"
Landing Page	"Start Your First Review"
Referral	"Invite a Friend, Get Wax"

6 Budget Allocation: \$10,000

6.1 Overview

Category	Budget	%	Notes
Builder Stipend	\$2,000	20%	Development & maintenance
Advertising	\$8,000	80%	Paid media (breakdown below)

6.2 Advertising Breakdown: \$8,000

Channel	Budget	%	Rationale
Instagram/Meta	\$3,000	37.5%	Visual platform, music aesthetic
Reddit	\$2,000	25%	r/vinyl, r/indieheads, r/LetterboxdOfficial
TikTok Ads	\$1,500	18.75%	Spark Ads, in-feed video
TikTok Influencers	\$1,000	12.5%	2-3 micro-influencers, paid posts
Reserve/Testing	\$500	6.25%	A/B testing, retargeting

6.3 Instagram/Meta — \$3,000

Ad Formats:

- Carousel (swipe through album reviews)
- Reels (15-sec discovery moments)
- Stories (polls: “Do you trust Spotify recommendations?”)

Targeting:

- Interest: Letterboxd, Pitchfork, vinyl records
- Lookalike: Music publication followers
- Age: 18–34

6.4 Reddit — \$2,000

Subreddit	Members
r/LetterboxdOfficial	120K
r/indieheads	2.1M
r/hiphopheads	2.4M
r/vinyl	1.1M

Strategy: Organic seeding (Week 1), soft launch post (Week 2), paid promotion (Week 3–6).

6.5 TikTok — \$2,500 Total

TikTok Ads (\$1,500): Spark Ads and in-feed video targeting VinylTok, music discourse, album ranking content.

TikTok Influencers (\$1,000): 2–3 micro-influencers (10K–100K followers), \$300–500 each for authentic posts showing Waxfeed in use.

7 Campaign Timeline

Week	Phase	Activities
1	Pre-Launch	Finalize creative, set up ad accounts, tracking pixels
2	Soft Launch	Reddit organic posts, invite-only messaging
3	Paid Launch	Meta ads live, Reddit promoted, TikTok Spark Ads
4	Optimization	A/B test creative, pause underperformers, scale winners
5	Amplification	Retargeting, referral program push
6	Sustain	Maintain top performers, report results, plan Phase 2

8 Success Metrics

8.1 Primary KPIs

Metric	Target	Tracking
New Signups	2,500+	Database
Cost Per Acquisition	<\$3.20	Ad spend ÷ signups
Day 7 Retention	>30%	Return users
Reviews Written	1,500+	Engagement
Referral Rate	>15%	Invites sent

8.2 Secondary KPIs

Metric	Target
Impressions	800K+
CTR	>1.5%
Landing Conversion	>25%

9 Long-Term Vision

Phase	Milestone	Users
Phase 1 (Now)	Early adopters establish culture	2.5K
Phase 2 (Q2)	Artist accounts, press coverage	25K
Phase 3 (Q3–Q4)	Premium tier, college radio network	100K
Phase 4 (2026)	Center for music discourse	500K+

10 WBRU Partnership Value

This campaign positions WBRU/WBRU as a founding partner in what could become the definitive platform for music discourse. The partnership offers:

- **Cultural credibility:** College radio heritage meets modern platform
- **Growth equity:** Early investment in a scalable consumer product
- **Network effects:** WBRU community as initial user base
- **Revenue potential:** Premium subscriptions, API licensing, advertising

11 Next Steps

1. Finalize partnership structure and ownership terms
2. Approve campaign creative concept
3. Set up Meta/Reddit/TikTok ad accounts
4. Create ad assets (in-house)
5. Launch Week 2 (mid-January)

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