

WAXFEED

GROWTH MARKETING STRATEGY

Q1-Q2 2026

THE PLAYBOOK

PayPal found
eBay
PowerSellers.

THE INSIGHT

Music people are curators.

They already
review
albums

GROWTH PHASES

1

SEEDS

College Radio

2

NETWORK

Music Twitter

3

SCALE

Mass Market

PHASE 1: SEEDS

50 College Radio Stations

500+ verified DJs

WHY COLLEGE RADIO

- **High velocity** — DJs review constantly
- **Competition** — stations compete naturally
- **Influence** — they actually break artists
- **Network** — built-in social graph

They're our PowerSellers.

COLLEGE RADIO STRATEGY

TACTIC	TARGET	TIMELINE
Direct outreach	50 stations	Jan
Founding program	Free forever	Jan
Station leaderboards	Competition	Feb
Conference rankings	Virality	Feb

PHASE 2: MUSIC TWITTER

Viral badge sharing

First Spin badges are the flex.

THE VIRAL LOOP

DJ reviews album early

Album trends → Gold Spin badge

DJ posts badge to Twitter

Music Twitter signs up

MUSIC TWITTER TARGETING

COMMUNITIES

Hip-hop heads

Indieheads

VinylTok

Album of the Year
discourse

HOOKS

"Finally a Letterboxed for
music"

"Friends > Algorithms"

"Prove your taste"

CONTENT STRATEGY

- **User-generated** — badge screenshots,
Tastemaker Scores
- **Lists** — shareable album rankings
- **Hot Takes** — debate-worthy stances
- **Year-end stats** — wrapped-style engagement

Users create the content. We amplify.

PHASE 3: PAID ACQUISITION

**\$8K initial
budget**

Targeted spend on proven
channels.

BUDGET ALLOCATION

CHANNEL	BUDGET	%	RATIONALE
Meta/Instagram	\$3,000	37%	Visual, music aesthetic
Reddit	\$2,000	25%	r(indieheads), r/vinyl
TikTok Ads	\$1,500	19%	Spark Ads, in-feed
TikTok Creators	\$1,000	12%	Micro-influencers
Reserve	\$500	6%	A/B testing

INSTAGRAM/META

FORMATS

Carousel (album reviews)

Reels (15-sec discovery)

Stories (polls)

TARGETING

Letterboxed interest

Pitchfork followers

Vinyl collectors

Age 18-34

REDDIT

SUBREDDIT	MEMBERS	FIT
r/LetterboxdOfficial	120K	Perfect
r/indieheads	2.1M	Core audience
r/hiphopheads	2.4M	High engagement
r/vinyl	1.1M	Collectors

Organic seeding first, then paid.

TIKTOK

ADS (\$1,500)

Spark Ads

In-feed video

VinylTok targeting

Album ranking content

CREATORS (\$1,000)

2–3 micro-influencers

10K–100K followers

\$300–500 per post

Authentic usage

COPY FRAMEWORK

AUDIENCE	HEADLINE
Letterboxed users	"You rate films. Now rate albums."
Music Twitter	"Stop threading. Build a profile."
Spotify users	"Your library says nothing. Reviews say everything."
College radio	"Your station has taste. Prove it."

FOMO MECHANICS

**FOUNDING
CRITIC**

Badge for first
1,000
"347 spots left"

USERNAME

Scarcity of
handles
"Claim yours
first"

EARLY WAX

100 bonus Wax
"Shape the
culture"

REFERRAL PROGRAM

- Each user gets unique invite link
- Referrer + referee both get **25 Wax**
- Weekly leaderboard: "Top Inviters"
- Exclusive badges for top referrers

Network effects compound.

CALLS TO ACTION

PLACEMENT

CTA

All ads

"Claim Your Username →"

Landing page

"Start Your First Review"

Referral

"Invite a Friend, Get Wax"

Retention

"Your streak: 7 days"

TIMELINE

WEEK	PHASE	ACTIVITIES
1	Pre-Launch	Creative, tracking pixels
2	Soft Launch	Reddit organic, invite-only
3	Paid Launch	Meta, Reddit, TikTok live
4	Optimize	A/B test, pause losers
5–6	Scale	Retarget, referral push

SUCCESS METRICS

2.5K <\$3.20 >30% 1.3

SIGNUPS

CPA

D7 RETENTION

RE

SECONDARY KPI'S

METRIC	TARGET
Impressions	800K+
CTR	>1.5%
Landing conversion	>25%
Referral rate	>15%

RETENTION STRATEGY

HABIT LOOPS

Daily review streak

Wax rewards

Push notifications

Weekly digest

SOCIAL HOOKS

Friend activity feed

TastelD matching

Album rooms

Hot takes debates

12-MONTH PROJECTION

QUARTER	USERS	STRATEGY
Q1 2026	2.5K	College radio seeds
Q2 2026	25K	Music Twitter viral
Q3 2026	75K	Paid scale + press
Q4 2026	150K	Mobile apps + retention

THE MOAT

Social graph compounds.

Every new user makes the product better for everyone.

KEY RISKS

RISK	MITIGATION
Low activation	Onboarding improvements
Retention drop	Streak mechanics, notifications
Channel saturation	Diversify spend
Competition	First Spin differentiation

COMPETITIVE ADVANTAGE

- **First Spin** — unique mechanic, defensible
- **College radio** — distribution channel
- **Brutalist brand** — distinctive aesthetic
- **Lean team** — fast iteration

Speed + differentiation.

SUMMARY

1. — **Seeds** — 50 college radio stations
2. — **Viral** — First Spin badge sharing
3. — **Paid** — \$8K targeted spend
4. — **Retention** — streaks, social, FOMO

Organic first. Paid to accelerate.

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GROWTH THAT COMPOUNDS

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