

# [PLATFORM NAME]

Go-To-Market Strategy & Campaign Playbook

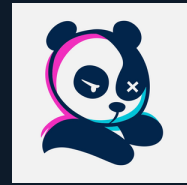
Pre-Funding Launch Edition · [Target Region]

*"Social discovery meets precision navigation —  
where every post tells you exactly how to get there."*

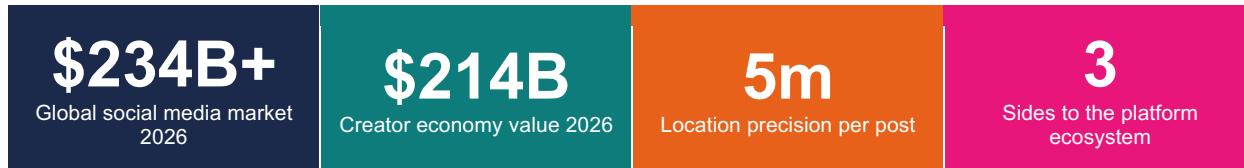
**Don't just search. Find.**

Section 1

# Executive Summary



[Platform Name] is a location-first discovery platform that closes the gap between online discovery and real-world action by attaching every post to a precise geographic coordinate — within approximately 5 meters. The strategy follows a depth-first growth model, launching initially in a defined metro corridor before expanding regionally and nationally.



## Core Strategic Pillars

- Content is a Destination — every post is anchored to a precise GPS pin, instantly actionable.
- Depth-First Growth — local utility must be proven before geographic expansion.
- The Three-Sided Ecosystem — Vendors, Creators, and Explorers reinforce each other.
- Precision Discovery — high-accuracy location data and one-click navigation integration.

Pre-Funding Startup — preparing for hyper-local MVP launch in the target metro. Immediate goal: validate product-market fit, prove the local network model, and build investor-ready traction metrics.

**Section 2**

# Market Assessment



[Platform Name] enters the market at the convergence of social media, digital navigation, and the experience economy. While global platforms are mature, the local discovery and creator commerce segments are seeing substantial growth as users shift from passive scrolling to intentional real-world experiences.

## 2.1 Market Segments

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### Mobile Vendor Economy

Food trucks, market vendors, pop-up boutiques, and mobile service providers. These businesses generate significant local commerce but suffer from a critical visibility problem: they move, but maps don't update. The platform provides real-time, high-precision pins that eliminate the 'where are you today?' problem.

### Location-Focused Creator Economy

Local influencers and hobbyists — hikers, travel bloggers, foodies, urban explorers — who regularly post about specific physical locations but spend hours answering 'where is this?' messages because no platform makes location sharing truly actionable.

### Experience Seekers (Explorers)

Gen Z and Millennial consumers who prioritize 'doing' over 'having' and use mobile as their primary discovery tool. Frustrated by the gap between seeing something inspiring online and actually getting there.

## 2.2 Geographic Expansion Roadmap

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Phase 1	Phase 2	Phase 3	Phase 4
<b>Hyper-Local</b>	<b>Regional</b>	<b>National</b>	<b>International</b>
Primary launch metro + immediate surrounding communities. Achieve content critical mass.	2–3 adjacent metros with similar demographic and vendor ecosystem profiles.	High-density U.S. metros with strong mobile vendor and creator ecosystems.	Tourism and urban hubs across Europe, Southeast Asia, and major global cities.

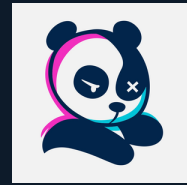
## 2.3 Opportunities & Risks

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Opportunities	Risks
<p>The Action Gap: No platform bridges inspiration to arrival with precision navigation.</p> <p>Vendor Invisibility: Mobile businesses are invisible on static maps — no viable competitor.</p> <p>Creator Monetization: Paid itineraries and location subscriptions — entirely new revenue stream.</p>	<p>Network Effect Failure: 'Empty map' syndrome if content critical mass isn't reached.</p> <p>Platform Encroachment: Major incumbents could integrate high-precision live map social feeds.</p>

Section 3

# Competitive Assessment



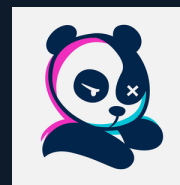
The platform operates in white space between high-engagement social media and high-utility navigation. Competitors are anonymized to protect strategic sensitivity.

Competitor	Positioning	Key Strengths	Weakness vs. [Platform]
App A — Social	Social Connection	Massive reach; high-quality visuals	Vague geotagging; algorithm buries local real-time posts
App B — Maps	Utility & Navigation	Universal trust; gold-standard routing	No creator-driven discovery; utility-only experience
App C — Video	Viral Discovery	Unrivaled engagement for hidden gems	Locations vague or missing; impossible to act on
App D — Reviews	Review-Based Search	Strong trust in established data	Static; invisible to real-time mobile vendors
App E — Social Map	Social Mapping	Real-time heat of friend activity	People-focused, not interest- or vendor-focused
App F — Events	Structured Events	Best for ticketed, planned occasions	No everyday discovery; high friction for spontaneous posts

“ *The platform sits alone in the top-right quadrant — High Social Engagement + High Location Precision. No competitor occupies this position.* ”

Section 4

# Creative Theme



# Don't just search. Find.

## 4.1 The Strategic Tension

Search is intent-driven You already know what you want	<b>Search vs Find</b>	Finding is discovery You didn't know it existed
Search keeps you on a screen typing, scrolling, comparing	<b>Digital vs Physical</b>	Finding puts you somewhere present, moving, alive
Search is about information results, rankings, reviews	<b>Information vs Experience</b>	Finding is about experience the smell, the view, the moment

## 4.2 Tagline Variations

### Don't just search. Find.

Primary platform tagline. The period after each word is load-bearing — it's a command, not a suggestion.

### The world is closer than your search bar.

Poetic and spatial. For brand storytelling and out-of-home.

### Find it. Then go.

Action-first. Complements the one-tap navigation mechanic. Strong for performance ads.

### Some things can't be searched. They have to be found.

Emotional. Resonant for outdoor and creator audiences.

### Stop asking the internet. Start exploring the world.

Confrontational. Positions the platform against passive search culture.

### 4.3 Campaign Territory

#### Hidden in plain sight

Great places aren't hidden because they're secret — they're hidden because search can't see them.

Awareness · Creator · Launch

#### The finder's advantage

People who find things have a different relationship with the world. This campaign is for them.

Brand · Explorer · Emotional

#### Proximity to wonder

The best moments are already close. Most people walk past them. This platform closes the gap.

Emotive · Outdoor · Brand

#### Found it.

A two-word UGC ritual. When a user arrives at a pinned location they post it. 'Found it.' becomes the community's native celebration.

UGC · Retention · Community

#### You can't search for this

Real-time, moving, hyper-local moments don't exist in search indexes. Only here.

Disruptive · Vendor · Paid Social

#### Now, not reviewed

Reviews are about what was. This platform is about what is. Search shows history. Finding shows the present.

Competitive · Vendor · Performance

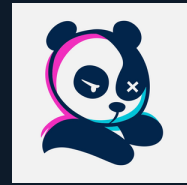


*The difference between searching and finding is the difference between knowing about the world and actually being in it.*



Section 5

# Messaging & Brand Strategy



## Content is a Destination

Every post is a doorway to a real-world experience.

## Precision Over Algorithms

Discover based on interest and location, not just who you follow.

## The Ultimate Field Guide

Visual richness of social + navigational utility of a map.

### Elevator Pitch — 30 Seconds

We've all seen something cool online only to realize we have no idea how to actually get there. This platform fixes that. Every post is a high-accuracy destination — visual proof plus exact coordinates. Whether it's a hidden trailhead or a vendor that just set up nearby, you go from discovery to arrival in one tap. Don't just search the world — find it.

### Elevator Pitch — 2 Minutes

**The Problem:** Today's social media is designed to keep you searching, not going. Location data is vague, hidden, or non-existent. There is a massive gap between 'searching' and 'finding.'

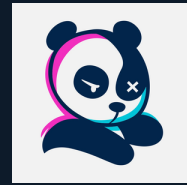
**The Solution:** The platform anchors every post to a precise location — within approximately 5 meters. A dynamic map combined with a familiar social feed lets users explore their interests geographically.

**The Differentiation:** Not a navigation app. Not a social platform. An location-first exploration tool — creator-led inspiration with precision navigation utility. For vendors: a lifeline to be found. For creators: content becomes guided experiences. For users: the end of 'where is that?'

**The Ask:** Launching hyper-locally — building the densest 'things to do' map ever created in a single metro. Join us in turning the world into something you don't just search. You find.

Section 6

# Buyer Personas



The platform operates as a three-sided marketplace. Each persona's proposition is mapped to the core creative theme — ensuring brand coherence from acquisition through retention.

Persona 1 · B2B

## Danny — The Mobile Vendor

Food truck / market vendor / mobile pop-up operator

***"Be Found, Not Just Followed."***

**Pain Point**

Existing maps are static and don't show live location. Social posts are suppressed by algorithms. Turnout suffers when customers simply can't find the business.

**Job to Be Done**

Alert local customers to the exact current location and drive immediate foot traffic from new customers who didn't previously follow the business.

**Crisp Pitch**

Stop being invisible to your customers. Post your location, show what you've got, and let them navigate straight to you — wherever you are today.

**Theme Riff**

**"Don't be searched for. Be found."**

Persona 2 · B2B / B2C

## Priya — The Guided Creator

Local travel/adventure micro-influencer (5K–20K followers)

**"Turn Your Content Into a Compass."**

### Pain Point

Spends significant time answering 'where exactly is this?' messages. Unable to easily monetize location knowledge. High engagement but low conversion to guided experiences.

### Job to Be Done

Provide followers with a seamless, precise way to replicate experiences — and build a new revenue stream from paid itineraries and guided collections.

### Crisp Pitch

Turn your 'Where is that?' messages into 'I'm here!' moments. Make your content actionable — convert followers into explorers and local expertise into a guided service.

### Theme Riff

**"Share the find, not just the feeling."**

Persona 3 · B2C

## Jordan — The Weekend Explorer

Mid-20s professional in the launch metro, seeking local experiences

***"The Map to Your Next Best Day."***

### Pain Point

Spends significant time scrolling and finds nothing nearby. Content on social platforms shows interesting spots but location tags are too vague to act on.

### Job to Be Done

Find something interesting to do right now within a short radius — real-time relevance, visual proof, and one-tap directions.

### Crisp Pitch

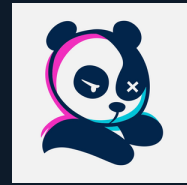
Stop scrolling, start going. See exactly what's happening nearby and get directions there in one tap.

### Theme Riff

**"The best finds aren't searched for."**

Section 7

# Marketing & Channel Strategy



To achieve depth before scale, the strategy deploys a hyper-local, on-the-ground approach. The core principle is clustered adoption — vendors, creators, and explorers activated simultaneously in the same geographic corridor so the map feels alive from day one.

## 7.1 Budget Allocation

40%	30%	20%	10%
<b>On-the-Ground</b> Field recruitment, QR collateral, events	<b>Creator Partnerships</b> Bounties, access deals, content seeding	<b>Targeted Digital</b> Geo-fenced social ads, launch corridor	<b>Retention</b> Recognition programs, community mgmt

## 7.2 Channel × Persona × Content Matrix

Channel	Danny — Vendor	Priya — Creator	Jordan — Explorer	Content Types
<b>On-the-Ground</b>	<b>PRIMARY: Enroll at markets &amp; rallies</b>	Networking at local events	QR codes & flyering	1-pagers, QR stickers
<b>Short-Form Video</b>	B2B case studies	<b>PRIMARY: Guided tours &amp; discovery</b>	Vibe clips	How-to clips, map walk-throughs
<b>Local Paid Social</b>	Search visibility ads	—	<b>PRIMARY: Near Me geo-fenced ads</b>	Geo-fenced display, carousel
<b>In-App Discovery</b>	Live location pings	<b>PRIMARY: Interest tags &amp; pins</b>	Event & location alerts	Map pins, featured profiles
<b>Community Forums</b>	—	—	<b>PRIMARY: Things to do posts</b>	Community posts, event threads

### 7.3 Month 1 Launch Calendar

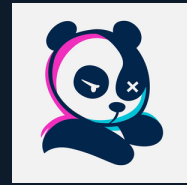
Week	Theme	Content Focus	Channel
Week 1	Vendor Recruitment	Testimonials from 5 pilot vendors. 'Join the Map' campaign.	Direct Outreach
Week 2	Creator Inspiration	3 local creators post 'Secret Spots' using platform pins.	Short-Form Video
Week 3	Explorer Activation	Live map view showing 15+ active vendor pins in launch city.	Community Forums
Week 4	Community Proof	User-generated content of Explorers arriving at pinned locations.	In-App / Social

### 7.4 OKRs & KPIs

Objective	Key Result	KPI
Build Local Network	Onboard 50 active mobile vendors in 60 days	Active map pins per sq. mile
Drive Actionable Discovery	Average 5 navigation clicks per user/week	Navigation-intent CTR
Build Creator Proof	10 creators posting 3× weekly for 60 days	Follower-to-Explorer conversion

Section 8

## Next Steps — Pre-Funding Roadmap



The immediate priority is proving the depth-first growth hypothesis in the launch metro corridor. These five steps move the platform from a functional MVP to a validated ecosystem ready to attract investment.

### Step 1 · Execute 'Market Seeding Initiative': Recruit 50 Founding Vendors

Direct, on-the-ground recruitment at local markets and vendor rallies. Vendors are the hooks that give explorers a reason to check the map daily. Target: 25–50 active pins in 60 days.

### Step 2 · Onboard 10 Pioneer Creators

Partner with regional micro-influencers already posting discovery and outdoor content. Target: 10 active creators posting 3x/week in the launch corridor.

### Step 3 · Deploy Hyper-Local 'Near Me' Awareness Campaign

Geo-fenced social ads within a defined radius of active vendor clusters. Target: 1,000+ navigation clicks within the first 30 days.

### Step 4 · Validate the Navigation-to-Visit Metric

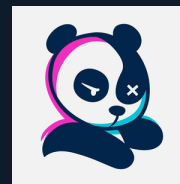
Optimize tracking to move beyond click counts and estimate successful real-world arrivals — the core investor proof point.

### Step 5 · Document the Repeatable Launch Playbook

Formally document every friction point and success tactic from the launch market. Output: a structured Phase 2 playbook for adjacent regional metros.

## Appendix A

# Sample Ad Creative



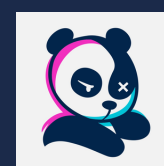
Sample ads organized by persona, then platform category. Platform names are generalized — apply to specific channels recommended in Section 7. All ads are rooted in the core creative theme: Don't just search. Find.

Creative direction: Every ad should feel made by a local, for locals. Specific, confident, action-oriented. The CTA always drives toward a real-world outcome — not just an app download.

### Persona 1 · B2B

## Danny — The Ghost Vendor

Responds to proof over promise. Show other vendors winning, make the value undeniable in under 10 seconds.



## Social Feed Ads

### Social Feed · Ad 1

#### Your business is open. Your customers can't find you.

You make the best [product] in the city. But right now, a potential customer nearby has no idea you're here. The platform puts a live, precise pin on your exact location — so when they look for something near them, they don't just get a result. They find you.

**CTA:** Claim your free listing — [platform URL]/vendors

**Format:** Single image or 15s short-form video. Show a real mobile vendor with a glowing map pin overlay. Geo-targeted to the launch corridor. Carousel option: problem (no visibility) → solution (live pin + customers arriving).

### Social Feed · Ad 2

#### New customers every weekend — people who'd never heard of us before.

One vendor in our launch cohort used to rely on social posts that reached a fraction of their followers. Now they drop a location pin. Customers navigate straight to them. Measurable new foot traffic every weekend from people who discovered them on the map.

**CTA:** Try it free for 30 days →

**Format:** Testimonial-style short-form video (15–30s). Real vendor, real outcomes. Phone-shot UGC feel. Text overlays with results. Social proof hook for cold audiences.

### Social Feed · Ad 3

#### Post once. Get found all day.

One tap to drop your pin. That's it. The platform shows your exact location to everyone in the area right now. No algorithm. No content that expires. Just you, on the map, exactly where you are.

**CTA:** Add your location for free →

**Format:** 15s video: open app → drop pin → customers arrive. Fast-cut, music-driven. End frame: 'Don't just be followed. Be found.'

## Short-Form Video Ads

### Short-Form Video · Ad 1

#### POV: A potential customer nearby can't find you.

Imagine losing a sale because someone was just around the corner and didn't know you existed. That's what happens when you rely on static maps. The platform updates your location in real time. Post your location. Get found. Earn the sale.

**CTA:** Get on the map → [platform URL]

**Format:** POV-style hook. 10–15s. Opens with frustrated customer phone scroll. Cut to pin drop. Cut to customer arriving. Text overlay: 'Be found, not just followed.'

### Short-Form Video · Ad 2

#### The location trick that changed my whole weekend revenue.

I used to manually update my location across multiple platforms every morning. Then I found this platform. One step. Real-time location. Customers navigate straight to me. Weekend revenue up significantly.

**CTA:** Link in bio — free for vendors →

**Format:** Authentic testimonial. Vendor to camera, phone-shot. Mid-roll CTA. Comment bait: 'How do you let customers know where you are?' — drives engagement.

### Short-Form Video · Ad 3

#### Why mobile vendors are invisible on standard maps (and how to fix it)

Most map apps only show your registered address — not where you actually are today. If you move, customers can't find you. This platform is built for mobile businesses. Drop a live pin wherever you set up. Show up in 'near me' results in real time.

**CTA:** Try it free — link in bio

**Format:** Educational hook. Text-on-screen with voiceover. Problem → cause → solution structure. 20–30s. Thumbnail: 'Standard maps are lying about where you are.'

## On-the-Ground / Direct Outreach

### On-the-Ground / Direct Outreach · Ad 1

#### **[City] vendors: Are your customers actually finding you?**

We're building the most detailed real-time map of [city]'s food and vendor scene — and we want your business on it. Drop a live pin at your location so nearby customers can navigate directly to you. Free for the first 50 vendors. We're at 23.

**CTA:** Claim your spot → [platform URL]/vendors

**Format:** Local community group post or paid feed ad targeting small business owners. Community tone. Urgency via scarcity ('first 50 vendors').

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### On-the-Ground / Direct Outreach · Ad 2

#### **Hey [Vendor Name] — we'd love to put you on the map.**

We're [Platform], a new local discovery app launching in [city] this season. Every post is pinned to an exact location. For mobile vendors, it means customers can navigate straight to you, wherever you are that day. Would 20 minutes this week work?

**CTA:** Reply here or book at [platform URL]/demo

**Format:** Personalized direct message or email. No hard sell — lead with the mechanism, end with a low-friction ask.

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### On-the-Ground / Direct Outreach · Ad 3

#### **We visited your stall at the Saturday market — here's why we want you on our platform.**

We tried your product today. Excellent. We also watched people walk past without stopping because they had no way to know you were there. That's what we're solving. A real-time pin that people nearby can navigate to. We're offering the first 50 [city] vendors free early access.

**CTA:** [platform URL]/vendors — or find us at the market next Saturday

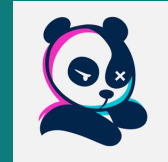
**Format:** On-the-ground leave-behind card or QR flyer. Personal, observational opener builds instant credibility.

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Persona 2 · B2B/B2C

## Priya — The Guided Creator

Responds to empowerment and monetization. Show how the platform elevates content and opens new revenue streams.



### Short-Form Video Ads

#### Short-Form Video · Ad 1

##### Stop answering 'where is this?' messages. Start sending a pin.

You spent hours finding that spot. You posted it. Hundreds of messages asking 'WHERE IS THIS?' You answered the same question over and over. There's a better way. On this platform, every post has an exact pin. Your followers navigate there themselves. You just create.

**CTA:** Try it — link in bio

**Format:** Problem-agitation hook. Opens with messages flooding in. Creator voice. 15s. End card: 'Your content shouldn't just be seen. It should be found.'

#### Short-Form Video · Ad 2

##### I turned my local content into a paid guide. Here's how.

I used to post locations and answer questions for free. Now I charge for my local collection — 12 spots, each with a precise pin and my personal notes. Over 300 purchases last month. The places didn't change. The platform did.

**CTA:** Create your first collection free →

**Format:** Aspirational creator success story. First-person. Real numbers make it credible. 20–30s. Works as testimonial for both organic and paid.

#### Short-Form Video · Ad 3

##### The platform that makes your location content actually useful.

Other apps show your followers where you've been. This platform shows them how to get there. Every post gets a precise pin. One tap and your followers are navigating. Your content becomes a guide, not just a gallery.

**CTA:** Start posting your spots →

**Format:** Direct product demo. Screen-record overlay. 15s. Show pin drop, navigation tap, arrival. End: 'Don't just share the find. Let them find it too.'

## Social Feed Ads

### Social Feed · Ad 1

#### Your followers want to go where you go. Now they can.

Every hidden spot, every unmarked trail, every quiet café — when you post it here, your followers get an exact pin and one-tap directions. Not 'somewhere in [region].' The exact spot. Your content becomes the most useful thing in their weekend.

**CTA:** [Join as a creator →](#)

**Format:** Aspirational feed ad. Local imagery. Creator's content as hero. Works as short-form video: vague social post vs. precise pin with navigation.

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### Social Feed · Ad 2

#### Turn your hidden gems into a business.

Local creators are building paid itineraries on the platform. One creator launched a [city] weekend guide last month. Over 200 purchases. Their followers already trusted their taste — the platform gave them a way to monetize it.

**CTA:** [Build your first itinerary free →](#)

**Format:** Monetization-focused carousel. Hook → how itineraries work → outcomes → testimonial → CTA. Targets creators with 1K–20K followers in launch geo.

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### Social Feed · Ad 3

#### The 'found it' moment — made for your followers.

That feeling when you finally reach the spot you saw online? That's what we're building. Every creator's content becomes a path that ends with that moment — for every follower. Not just inspiration. Arrival.

**CTA:** [Give your followers the find →](#)

**Format:** Emotional brand-story video. 20–30s. Cinematic. End on follower arriving at pinned location. Voiceover: 'Don't just share the find. Let them find it too.'

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## Direct Creator Outreach

### On-the-Ground / Direct Outreach · Ad 1

#### **Your content deserves to be more than inspiration.**

We've been following your content — [specific post] alone got thousands of saves. That's thousands of people who wanted to go there. How many made it? We'd love to invite you to be one of our founding creators in [region].

**CTA:** Reply or book a call: [platform URL]/creators

**Format:** Personalized DM / email outreach. Reference a specific post to show genuine engagement. Founding creator framing creates exclusivity.

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### On-the-Ground / Direct Outreach · Ad 2

#### **We want to help you monetize the places you already know.**

You know which spots have the best conditions at the right time. That local knowledge has value — and this platform gives you a way to charge for it. Paid itineraries, guided collections, location-based content. We're looking for 10 founding creators in [region].

**CTA:** Interested? [platform URL]/creators

**Format:** Monetization-first outreach. Flattering, specific, opportunity-forward. Works as DM or email.

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### On-the-Ground / Direct Outreach · Ad 3

#### **Founding Creator Program — [Region]**

We're building a founding cohort of 10 location-focused creators. What you get: early access, featured placement on launch day, direct input on creator tools, and revenue share on paid content. What we ask: post at least 3 pinned locations per week for 60 days. We're selective because the map only works when it's built by people who genuinely know these places.

**CTA:** Apply at [platform URL]/founding-creators

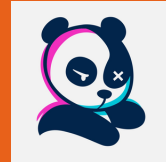
**Format:** Formal one-pager for outreach. Works as DM attachment, email body, or printed flyer at creator events.

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Persona 3 · B2C

## Jordan — The Instant Explorer

Responds to immediacy and local relevance. Show something great happening nearby that they would have missed. Proof over pitch.



### Social Feed Ads

#### Social Feed · Ad 1

##### **There's a vendor nearby that just dropped a pin — and you'd never have found them otherwise.**

You wouldn't have found it on a standard map. It's not on review sites. It moves every day. But on this platform, it just posted its location. Open the map. See what's happening around you. Tap to navigate. Don't search for your day. Find it.

**CTA:** Find what's near you →

**Format:** Geo-targeted. Hyper-specific to the launch corridor. The headline does the work — make it feel like a real, nearby discovery. Carousel option: multiple nearby active pins.

#### Social Feed · Ad 2

##### **You've scrolled past 6 places to go this weekend. They were right there.**

That trail your friend mentioned. The new pop-up on [street]. The market that starts in 40 minutes. They're all here — with exact pins and one-tap directions. Stop searching. Start finding.

**CTA:** Download free →

**Format:** Relatable problem opener. Works as a short-form video: montage of pinned locations with text overlay. Ends on a phone showing a full map of nearby pins.

#### Social Feed · Ad 3

##### **Your 'what should we do?' group chat just got easier.**

Open the app. See everything happening within 5 miles. Share the pin with your group. Navigate. That's it. No reviews to read. No 'I think it's somewhere near downtown.' Just the map and the find.

**CTA:** Try it free this weekend →

**Format:** Social / friend group angle. Run Friday/Saturday. Short video: group chat moment → app open → pin shared → friends arriving. Text: 'Don't just plan the weekend. Find it.'

## Short-Form Video Ads

### Short-Form Video · Ad 1

#### Things happening in [city] right now that you don't know about.

A vendor just set up at [local landmark]. A trail has perfect conditions this morning. A pop-up opened for 4 hours only. You would have missed all of it. This platform is the map for what's happening, not what happened. Download it before your next weekend.

**CTA:** Link in bio — free download

**Format:** FOMO hook. Name real local places. Screen-record montage of pins dropping. 15s. High-share potential — feels like insider knowledge.

### Short-Form Video · Ad 2

#### I spent a Saturday only going to places I found on the app. Here's what happened.

No standard search. No scrolling. Just opened the map, saw what was nearby, and went. A spot I'd never heard of. A vendor with a line around the block. A café that opened three weeks ago. Best Saturday I've had in [city] in years. This is what 'near me' is supposed to feel like.

**CTA:** Try it this weekend — link in bio

**Format:** Day-in-the-life UGC format. Creator voice, phone-shot, authentic. Shows real local locations. 30–45s. End card: 'Don't just search your city. Find it.'

### Short-Form Video · Ad 3

#### Why does social media show incredible places but never tell you where they are?

You've seen it. An incredible view 'somewhere in [region].' A vendor with 'the best food in [city].' No address. No pin. Just vibes and frustration. This platform is different. Every post has a precise pin. One tap to navigate. You go from 'I want to go there' to actually going there.

**CTA:** Find your next spot →

**Format:** Competitive hook — exploits a universal frustration. Talking-head with text overlays. 15–20s. Comment bait: 'What's the most annoying no-location post you've seen?'

## Community Forums / Local Groups

### Community Forums / Local Groups · Ad 1

#### **Built a map of [city]'s best 'right now' spots — thought you'd appreciate it.**

We're local too. We got tired of great places being invisible online, so we built a real-time map where every post is pinned to an exact location. Vendors post where they are. Explorers post what they find. It's free, it's [city]-first, and it's live now.

**CTA:** [platform URL] — free download

**Format:** Community forum organic post. Non-promotional tone — lead with the community, not the product. Works in local interest groups and neighbourhood forums. No hard sell. Invite curiosity.

### Community Forums / Local Groups · Ad 2

#### **What's actually happening in [city] this Saturday? (We built an app for that.)**

Tired of the same results every time you search? This free app shows you what's actually happening near you right now — vendors, pop-ups, trails in condition, local markets. Real people posting real pins. This Saturday we've got 23 active pins in the city center. Download before the weekend.

**CTA:** Download free — [platform URL]

**Format:** Weekend intent targeting. Community tone. Specific ('23 active pins') makes it feel real and current. Run Friday/Saturday.

### Community Forums / Local Groups · Ad 3

#### **We just launched in [city] and we'd love your feedback.**

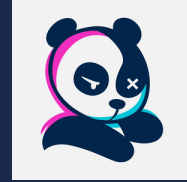
We're new here. A real-time map where local vendors, creators, and explorers post precise location pins — so you can see what's happening nearby and navigate there in one tap. We're not perfect yet. But we're local, we're building fast, and we want to make the [city] map as good as it can be. Tell us what's missing.

**CTA:** Download free + leave a review → [platform URL]

**Format:** Community-first launch post. Vulnerable, honest tone builds trust. The feedback ask drives comments and organic reach.

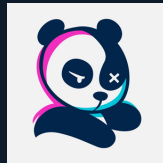
Appendix B

# Platform Feature Overview



Live Features	Roadmap
<ul style="list-style-type: none"><li>• High-precision location pins (≈5m accuracy)</li><li>• Dual discovery: interactive map + social feed</li><li>• One-click navigation integration</li><li>• Live context data: hours, conditions, status</li><li>• Offline posting for remote locations</li><li>• 'Near Me' real-time feed</li></ul>	<ul style="list-style-type: none"><li>• Condition forecasting integration</li><li>• Short-form video content support</li><li>• Paid itinerary infrastructure</li><li>• Creator revenue share tooling</li><li>• Guided collection / bundle publishing</li></ul>

This playbook is a living document. Update after each Phase 1 milestone to reflect real-world learnings and evolving market conditions.



End of Document