



**Dreamara**

# MARKETING STRATEGY REPORT

**Prepared by**

Owner's name  
Dreamara web link  
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## EXECUTIVE SUMMARY

**Dreamara** is a curated digital kit built exclusively for Nigerian female fans of fantasy webtoons—especially those aged 18–30. It delivers exclusive access hacks, local payment workarounds, personalized digital flex assets, and a tight-knit digital community, all at a highly affordable price point.

# 1. Objectives & Goals

## Primary Goal (6-Month)

- Acquire 500 Dreamara kit purchasers and convert 200 into Queen Club subscribers.
- Achieve ₦3M in revenue and maintain 65% gross margin.

## Secondary Goals:

- Establish 10 ongoing influencer partnerships by Month 4.
- Generate 50,000 combined social media impressions across TikTok, Instagram, and Twitter.
- Grow the Dreamara Telegram community to 5,000 active members.
- Attain 30% average open rate and 10% click-through rate on email campaigns.

## Key Performance Indicators (KPIs):

- Monthly kit sales, subscription signups, and churn rates.
- Social engagement metrics likes, shares, comments, hashtag usage (#DreamaraFlex).
- Influencer-driven traffic and conversion rates.
- Community engagement: daily active users (DAU) and participation rate in challenges.
- Ad performance: cost per acquisition (CPA), return on ad spending (ROAS).

# 2. Target Customer persona

## Persona Quotes:

- "I wish paying for Webtoon was as easy as buying airtime."
- "I love stickers that show I'm the main character."
- "I want a community that gets my quirky webtoon obsession."

Persona	Demographics	Behaviors & Preferences	Key Channels	Motivations
<b>Sade (Primary)</b>	24, Lagos; university graduate	Spends 2–3 hrs/day on webtoons; active in WhatsApp groups; shops online	TikTok, WhatsApp, IG	Efficient payment hacks; standout assets; social bragging
<b>Amaka (Secondary)</b>	28, Abuja; young professional	Reads weekends; follows local creators; values culturally resonant content	Instagram, Telegram	Exclusive Afro-fantasy recommendations
<b>Nneka (Tertiary)</b>	22, Port Harcourt; cosplayer	Creates fan art; attends events; uses Discord for networking	Discord, Twitter, Facebook	Networking; exposure; creative inspiration

### 3. Marketing Channel Analysis

#### 3.1 Social Media

TikTok:

Content Types: 30–60s tutorials, challenge duets.

Frequency: 3 posts/week; Tue/Thu/Sun at 8 PM.

Metrics: Video views, completion rate.

Instagram:

Content Types: Carousels, Reels, Stories.

Frequency: Feed: 2x/week; Stories: daily.

Metrics: Impressions, replies, link clicks.

Twitter/X:

Content Types: Tips, polls, trend jacking.

Frequency: 5 tweets/day.

Metrics: Engagement rate, retweets.

### 3.2 Influencer Partnerships

Criteria: 10–50K followers; >5% engagement; anime/fantasy focus.

Deliverables: Unboxing videos, tutorial posts, stories.

Compensation: Free kit + ₱10,000 or 10% affiliate commission.

Timeline: Onboard Month 1–2; content Month 2–4; evaluate Month 5.

KPIs: Visits, kit sales, discount code redemptions.

### 3.3 Paid Advertising

Budget: ₱500K over 6 months (50% FB/IG, 30% Google, 20% TikTok).

Ad Types: Carousel, video, and search ads.

KPIs: CPA < ₱500, CTR > 3%, ROAS ≥ 3x.

### 3.4 Email & Telegram

Email Sequence: Welcome, feature highlights, asset showcase, subscription upsell, feedback request.

Metrics: Open rate ≥ 30%, CTR ≥ 10%, unsubscribe < 2%.

Telegram Broadcasts: Weekly updates (Mon 5 PM) with teasers and polls.



## 4. Campaign & Templates

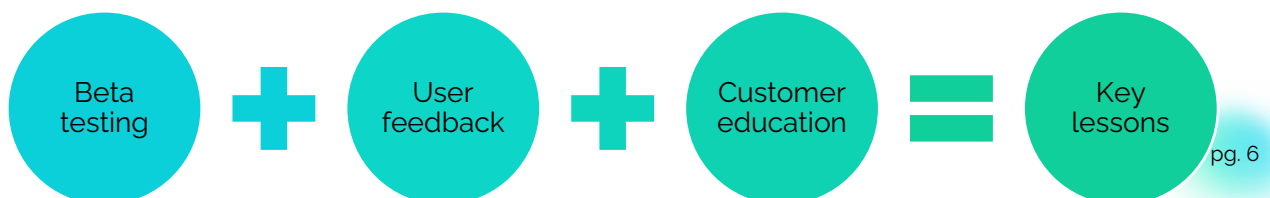
Campaign	Objective	Creative Assets	Channels	Timing
<b>Launch Teaser</b>	Build anticipation	Teaser video, countdown graphics	TikTok, IG Stories	Days 1–7
<b>Early-Bird Promo</b>	Drive initial sales	Discount banners, email template	All channels	Days 8–14
<b>Influencer Unboxing</b>	Leverage social proof	Unboxing scripts, bonus stickers	TikTok, IG	Days 8–21
<b>Referral Contest</b>	Increase word-of-mouth	Contest rules PDF, templates	Telegram, Email	Days 15–30
<b>Hashtag Challenge</b>	Boost UGC	Challenge guidelines, freebies	TikTok	Days 20–30
<b>Mid-Campaign Check</b>	Evaluate and optimize	Performance report, ad plan	Internal	Day 30

## 5. Social Media Strategy

- **How-To Tutorials:** Reels demonstrating Payment Playbook in <60s.
- **User-Generated Spotlight:** Weekly fan setup or art highlights.
- **Behind-the-Scenes:** Asset design clips.
- **Challenges & Prompts:** Monthly badge design challenge.

Hashtag Strategy:

#DreamaraFlex, #WebtoonNaija, #MainCharacterEnergy, #AfricanFantasy, #DigitalFandom



## 6. Content Marketing Calendar (Months 1–3)

Month	Week	Focus	Deliverables
Month 1	Wk 1	Teaser & Landing Live	Teaser Reel, Landing page
	Wk 2	Payment Playbook Tutorials	3 TikTok tutorials, IG carousels
	Wk 3	Community Engagement	Reading sprint, Telegram series
	Wk 4	Early-Bird Promo	Email blast, referral contest
Month 2	Wk 5	Sticker Pack Highlight	Insta Reel, UGC showcase
	Wk 6	Influencer Collabs	Unboxing videos, discount pushes
	Wk 7	Subscription Push	Case study video, email upsell
	Wk 8	Mid-Campaign Review	Report share, ad optimization
Month 3	Wk 9	New Asset Teaser	Sneak peek graphics, polls
	Wk 10	Community Feedback	Twitter poll, Telegram survey
	Wk 11	Seasonal Special	Valentine's badge bundle
	Wk 12	Quarterly Wrap-Up	Highlight video, KPI infographic

## 6. Metrics & Reporting

- Weekly Dashboards: Google Data Studio for sales, ads, email, community metrics.
- Monthly Executive Summary: Sales vs. targets, top channels, community insights, action plan.
- Responsibilities: Marketing Lead compiles; Analytics Specialist supports.