

OPERATIONAL MANUAL



Dreamara



WEBTOON FANTASY

APRIL 4, 20XX
PREPARED BY
WWW.DREAMARA.COM



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INTRODUCTION & OVERVIEW

This manual provides Dreamara's core team with clear, step-by-step procedures and best practices for launching, operating, and scaling the Dreamara digital kit business. Dreamara's mission is to empower Nigerian female fantasy webtoon readers by delivering localized payment solutions, curated content, and engaging digital assets within a supportive online community.

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TEAM ROLES & RESPONSIBILITIES

- Founder & CEO: Oversees strategy, partnerships, and budget; final decision-maker on product features and marketing campaigns.
- Content Lead: Curates webtoon recommendations, authors and updates the Payment Playbook, and oversees digital asset design.
- Community Manager: Moderates the Telegram group, sparks engagement with daily prompts, responds to user queries, and organizes monthly challenges.

- Tech Coordinator: Configures and maintains the landing page, payment integrations, and delivery automation; troubleshoots technical issues.
 - Analytics Specialist (Part-Time): Tracks performance metrics, generates weekly reports, and recommends optimizations.
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Key Performance Indicators (KPIs):

- Monthly kit sales and subscription conversion rates.
- Customer satisfaction score (via monthly surveys).
- Community engagement rate (daily prompts and reading sprints).
- Payment success rate (percentage of successful transactions).
- Churn rate for Dreamara Queen Club subscribers.

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STARTUP PROCEDURES

Landing Page:

Choose Carrd, Gumroad, or Shopify.

Apply the Dreamara brand template—royal purple (#660099) background with magenta and gold accents.

Include a prominent “Buy Now” button linked to checkout.

Payment Integration:

Install and configure Paystack and Flutterwave plugins.

Store API keys securely and enable webhooks for real-time delivery triggers.

Perform at least five test transactions of ₦100 to verify workflows.

Delivery Automation:

Set up email automation with Mailchimp, ConvertKit, or similar.

Alternatively, use a Telegram bot (Chatfuel/ManyChat) to automatically DM new purchasers with download links and community invites



Content & Asset Preparation:

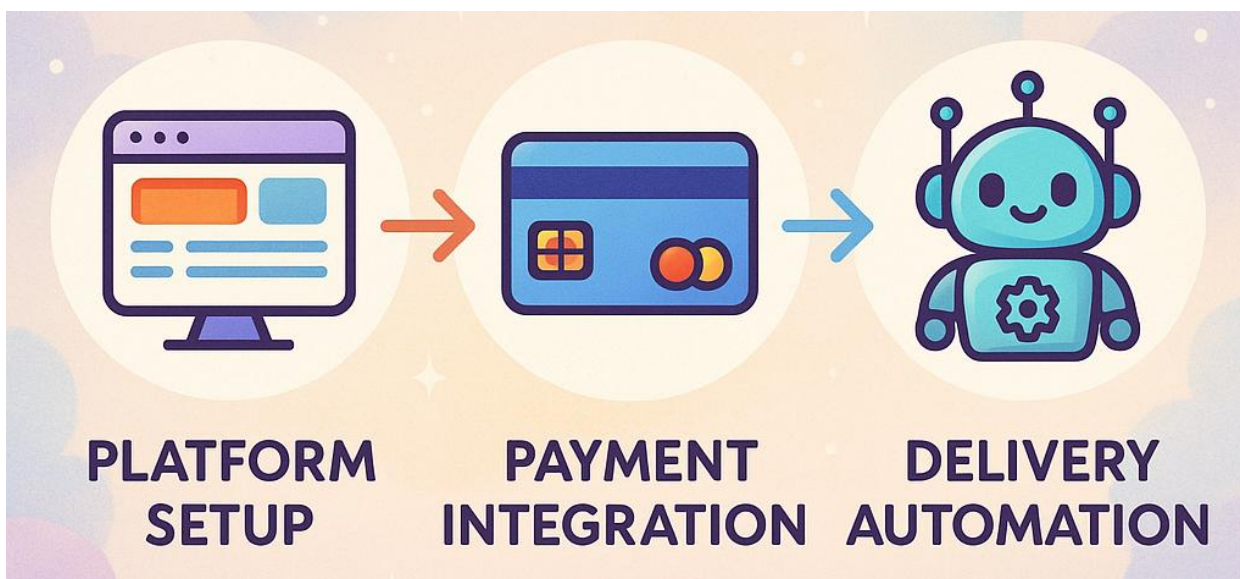
1. Webtoon Payment Playbook: Draft detailed, step-by-step instructions for each payment method. Incorporate annotated screenshots and a troubleshooting FAQ. Export as a PDF and host on AWS S3 or Google Drive.
2. Fantasy Webtoon List: Research top titles. Write synopses, source CC-licensed cover images, and add “If you liked X, try Y” suggestions. Compile into PDF and Google Doc.
3. Digital Flex Assets: Using Canva or Figma, design stickers, badges, story templates, and avatar frames following brand guidelines and organize files.

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DAILY OPERATIONAL CHECKLIST

Perform these tasks each morning (9:00–10:00 AM):

- Customer Support: Check email and Telegram support channels. Respond using standardized templates and log all inquiries.
- Payment Monitoring: Review transaction reports on Paystack and Flutterwave dashboards. Follow up on failed payments.
- Analytics Snapshot: Update the daily metrics sheet with downloads, active users, and new subscriptions.
- Community Engagement: Post a daily prompt in Telegram and respond to participants.
- Social Listening: Scan #Dreamara and #WebtoonNaija on social platforms; note feedback.



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WEEKLY OPERATIONAL CHECKLIST

Complete every Monday:

- Metrics Review: Analyze weekly sales, sign-ups, churn, and engagement.
- Content Refresh: Update Payment Playbook FAQ and add new titles to the Fantasy List.
- Community Event: Host a reading sprint or art showcase; award digital badges.
- Influencer Check-In: Review promo performance and process payouts.
- Team Sync: 30-minute meeting to review KPIs, challenges, and tasks.

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MONTHLY OPERATIONAL CHECKLIST

On the first of each month:

- Fantasy List Update: Add new recommendations and archive old entries.
- Flex Pack Release: Distribute new asset bundle; announce via email and Telegram.
- Performance Reporting: Summarize revenue, costs, profit, churn, and growth.
- Pricing & Promotions: Adjust offers based on sensitivity analysis.
- Marketing Calendar: Plan campaigns, collaborations, and promotions.

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QUALITY CONTROL PROCESSES

- Asset QA: Verify file dimensions, color accuracy, and naming conventions.
- Payment QA: Conduct sandbox and live payment tests monthly; log issues.
- Customer Feedback: Deploy quarterly NPS surveys; prioritize top feature requests.
- Compliance Audit: Quarterly review of licenses and terms of service.



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SCALING & GROWTH PROCEDURES

1. Geographic Expansion: Localize payment guides and translate content for new regions.
2. Genre Diversification: Launch kits for additional genres with a two-week sprint framework.
3. Partnership Process: Outreach, negotiate, formalize agreements, and track performance.
4. Tech Upgrade Criteria: Plan platform migration at scale thresholds.
5. Hiring Roadmap: Prioritize roles with screening templates and job board strategies.

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APPENDIX & TEMPLATE RESOURCES

Checklist Templates:

- Daily, Weekly, and Monthly templates for Excel/Notion/Slides.

Email & Outreach Scripts:

- Welcome, Support, and Influencer pitch templates.

Survey & Feedback Forms:

- NPS and Beta feedback forms via Typeform and Google Forms.