

marketing playbook for loop

Media
University
of Applied Sciences

ELÇİN KARADOĞAN KARAKUŞ
30090045

DIGITAL MARKETING LAB
DR. MICHAEL RAFFEL

PRDM-06
WiTe 24-25

FRANKFURT CAMPUS
30.01.2025

Agenda

04

About loop

07

Brand Positioning

15

Brandbook

20

Market Research

29

Target Audience

34

Marketing Strategy.

40

Content Marketing

53

Business Affiliate Program

62

Monetization & Revenue Streams

68

Project Management

71

Monitoring & Optimization

74

Next Steps

what is loop exactly?

about loop

loop is an **AI-powered app** that transforms urban walking into an interactive, personalized experience. The app provides real-time route generation, personalized recommendations, and health insights, facilitated by a conversational avatar. It incentivizes users with rewards for physical activity and local shopping while fostering a community around fitness and exploration. The objective is to acquire 10,000 users within the first year, launching in Frankfurt as a pilot city.



who we are



Elçin Karadoğan
Karkuş
Founder & CEO



Büke Dorukan
Chief Marketing Officer



Cemil Karkuş
Sales & Revenue Director

core app features

01 Instant AI Route Generator

Personalization based on preferences, past behaviour and real-time data. Also optimized for running and cycling.

02 Interactive Avatar

Conversational AI providing navigation, tips, and encouragement.

03 Real-Time Map

Seamless integration with GPS for live tracking and route adjustments.

04 Recommendation Engine

Suggestions for nearby attractions, events, and shops based on past web history and user preferences.

05 Rewards System

Points earned for distance walked, shops visited, or activities completed. Redeemable vouchers or discounts for partner shops.

06 Affiliate Program

Partnerships with local businesses (cafés, shops, museums) for user rewards and co-marketing.

07 Friend Referrals

Incentives for inviting friends, fostering organic growth.

08 Health & Lifestyle Tips

Activity summaries, fitness advice, and encouragement to promote well-being.

brand positioning

mission statement

“loop is here to inspire individuals to explore urban spaces through personalized, sustainable, and engaging walking experiences while fostering connections with local businesses and communities.”

vision statement

“To become the leading platform for urban exploration and wellness, redefining how people interact with their cities.”

loop's core values



SUSTAINABILITY: PROMOTING ECO-FRIENDLY TRAVEL AND LOCAL SUPPORT.



WELLNESS: ENCOURAGING HEALTHY LIFESTYLES THROUGH EXPLORATION.



COMMUNITY: MEANINGFUL CONNECTIONS BETWEEN USERS AND BUSINESSES.



INNOVATION: LEVERAGING AI & GAMIFICATION TO DELIVER UNIQUE EXPERIENCES.

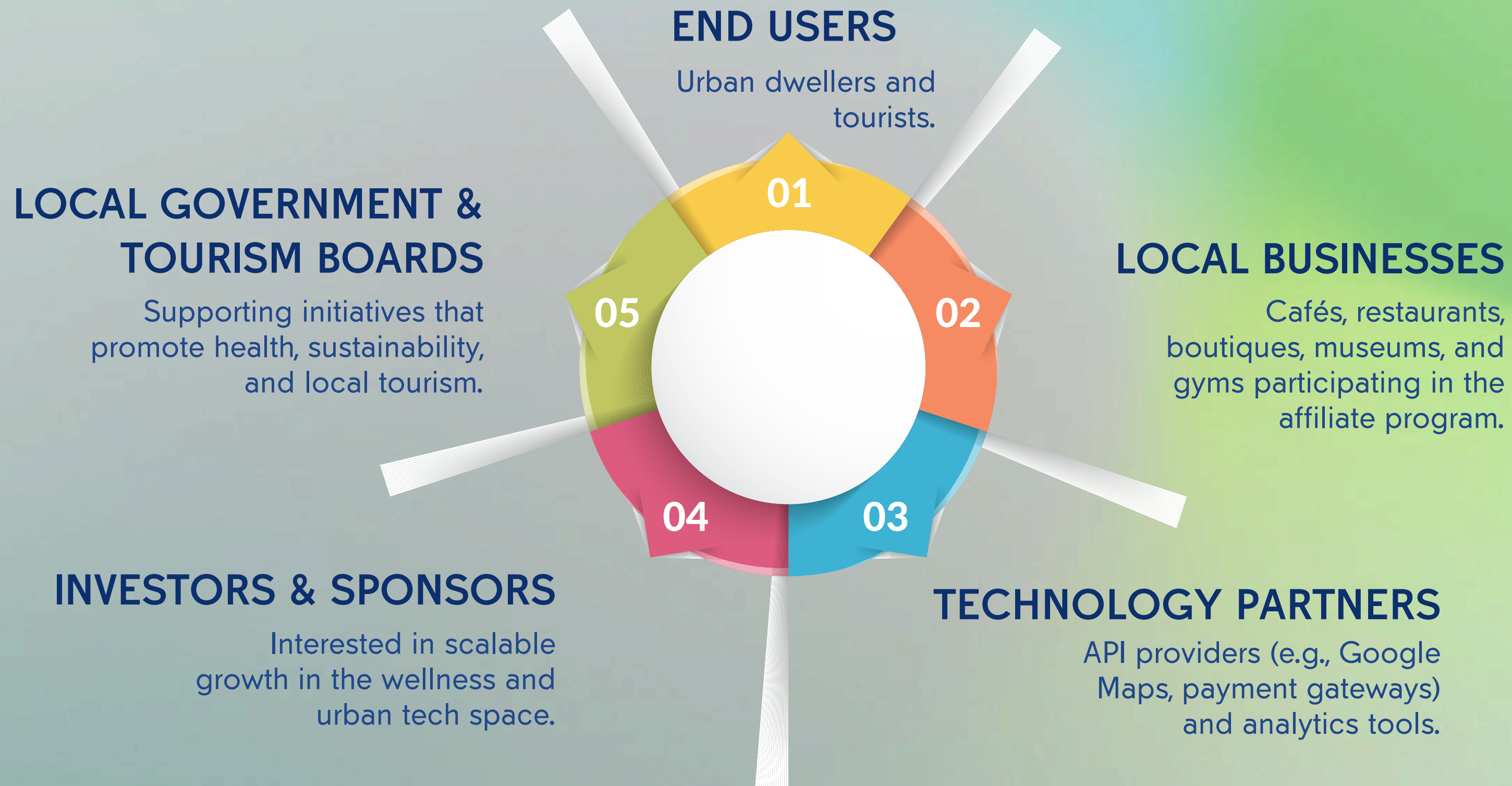


ACCESSIBILITY: CREATING AN INCLUSIVE PLATFORM FOR EVERYONE.

brand personality



key stakeholders



key messages

"Discover the best your city has to offer. Stay healthy, discover hidden gems, and support local businesses, all in one app."

FOR
USERS

"Drive foot traffic and connect with engaged customers through exclusive partnerships."

FOR LOCAL
BUSINESSES

"Capitalize on the rising trends of health-conscious urban living and gamified experiences."

FOR
INVESTORS

market positioning and USP

MARKET POSITIONING: A LIFESTYLE APP THAT BLENDS HEALTH, EXPLORATION, AND LOCAL COMMUNITY ENGAGEMENT, POWERED BY AI.

UNIQUE SELLING PROPOSITION (USP):

<p>Personalized Experiences: AI-driven, instant and tailored walking routes based on user preferences, real-time data, and past behaviors.</p>	<p>Interactive Avatar Guide: A conversational AI avatar providing navigation, tips, and motivation.</p>
<p>Community and Rewards: Social features like friend referrals, group walks, and sharing experiences on social media. Gamified incentives for walking and shopping locally.</p>	<p>Lifestyle and Health: Encouragement for an active, sustainable lifestyle with real-time health and shopping tips.</p>

brandbook

brandbook

1. Logo Usage

Primary Logo:

- A minimalist and circular logo symbolizing movement and continuity, with the word "loop" in lowercase, bold sans-serif font.
- Use a gradient of vibrant green transitioning to blue, representing sustainability and urban dynamism.

Guidelines:

- Always maintain clear space around the logo equal to the height of the "l."
- Avoid altering the colors, orientation, or proportions of the logo.
- Use the gradient logo on light backgrounds and a white version on dark backgrounds.

o





brandbook

2. Typology

Primary Font:

- Montserrat Bold (Headers and Titles): Clean and modern for a tech-forward feel.

Secondary Font:

- Lato Regular (Body Text): Readable and approachable for user-friendly communication.

Usage Guidelines:

- Header Example: LOOP HELPS YOU DISCOVER.
- Body Text Example: "With personalized routes, rewards, and tips, Loop transforms your walking experience."
- Keep line spacing at 1.5 for readability.

brandbook



3. Color Schemes

Primary Colors:

1. **Urban Green (#47D982)**: Symbolizes health, sustainability, and exploration.
2. **Loop Blue (#2196F3)**: Represents technology and connectivity.

Secondary Colors:

1. **Gradient Yellow-Orange (#FFC107 - #FF5722)**: Highlights active challenges or rewards.
2. **Neutral Gray (#9E9E9E)**: For secondary text and unobtrusive design elements.

Background Colors:

- White (#FFFFFF) or Light Gray (#F5F5F5) for high readability.

brandbook



4. Tone of Voice

Friendly, Motivational, and Tech-Savvy:

- **Friendly:** Speak like a helpful companion.
 - **Example:** "Ready to explore your city today?"
- **Motivational:** Encourage and inspire action.
 - **Example:** "Every step takes you closer to rewards!"
- **Tech-Savvy:** Reflect innovation and AI-driven personalization.
 - **Example:** "Your routes are smarter than ever."

market research

S

1. Tailored for active city dwellers, aligning with Germany's **trend of outdoor fitness and eco-friendly commuting.**
2. **Local partnerships** provide tangible benefits (discounts, vouchers).
3. **First-Mover Advantage:** Few apps integrate instant AI-based route generation, real-time personalization, gamification, and community focus, giving loop a competitive edge.
4. **Interactive avatar** providing real-time engagement and lifestyle tips.

W

1. Need for **culturally relevant** recommendations and **language customization** to connect with diverse German user groups.
2. **Limited affiliate network** at launch may reduce the app's perceived value.
3. Being a new entrant, loop **lacks established credibility** in the competitive app market.
4. **Heavy reliance on marketing efforts** to create initial buzz.

O

1. **Gaps in current apps** include a lack of real-time engagement, hyper-personalization, and community integration
2. Germany has a **high smartphone penetration rate** (over 80%), ensuring a solid foundation for app adoption.
3. Aligns with Germany's focus on reducing **carbon footprints and supporting local businesses.**
4. **Opportunities to scale** to other walkable cities like Berlin, Munich, and Hamburg after a successful pilot.

T

1. Additional costs for ensuring data privacy and **GDPR compliance** in Germany.
2. **Established players** like Google Maps, AllTrails, and Komoot dominate the navigation and outdoor activity space.
3. **Rising inflation and economic uncertainty** could limit discretionary spending on premium subscriptions or affiliate shopping.
4. **Fitness-specific apps** like Adidas Running and Strava cater to similar demographics.

competitor analysis

Competitors among Fitness, Wellbeing, Outdoor and Local and Sustainability Apps

Feature	Loop	Google Maps	Komoot	AllTrails	Strava	Adidas Running	Pokémon GO	Sweatcoin	BetterPoints	Foursquare City Guide
Core Functionality	Personalized walking, gamification, health tips	Navigation and directions	Outdoor adventure planning	Trail exploration	Fitness tracking	Fitness and challenges	Gamified AR exploration	Rewards for walking	Rewards for eco actions	Local discovery and reviews
AI-Powered Personalization	Yes	No	Limited	No	No	No	No	No	No	Yes
Interactive Avatar	Yes	No	No	No	No	No	No	No	No	No
Real-Time Recommendations	Yes	Yes	Yes	No	No	No	No	No	No	Yes
Gamification	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	No
Local Business Integration	Yes	No	Limited	No	No	No	No	Limited	Yes	Yes
Health and Wellness Focus	Yes	No	No	No	Yes	Yes	No	Yes	Yes	No
Social/Community Engagement	Yes	Limited	Yes	Yes	Yes	Yes	Yes	Limited	Limited	Yes
Reward System	Yes	No	No	No	No	No	No	Yes	Yes	No
Data Analytics Integration	Yes	Yes	No	No	Yes	Yes	Limited	No	No	Yes
Subscription Monetization	Yes (Freemium)	No	Yes	Yes	Yes	Yes	No	No	No	No
Advertising Revenue	Yes	Yes	No	No	Yes	No	Yes	No	No	Yes

market research: lifestyle apps revenue projection

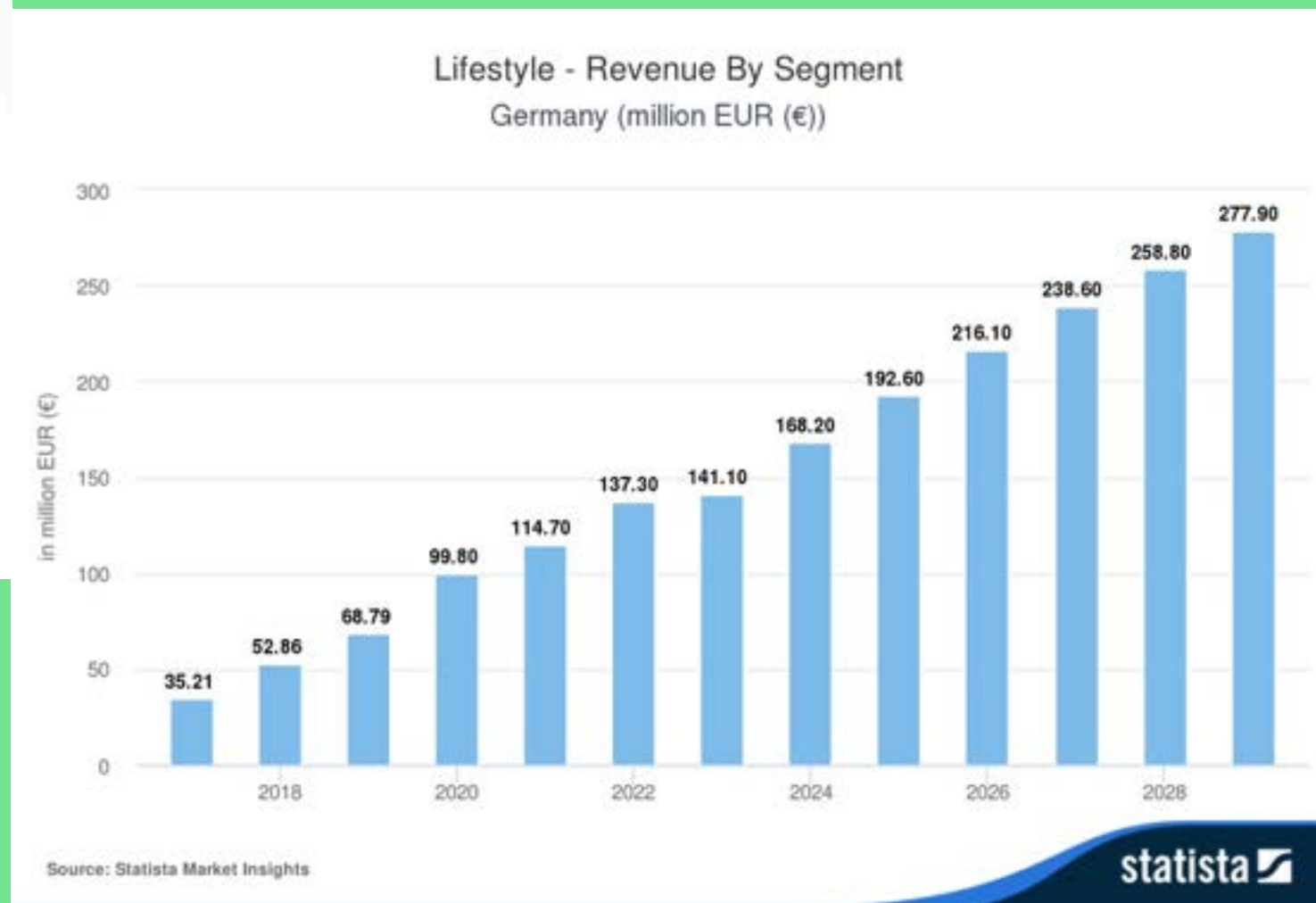
Market Insights > Advertising & Media > App

Lifestyle

Germany

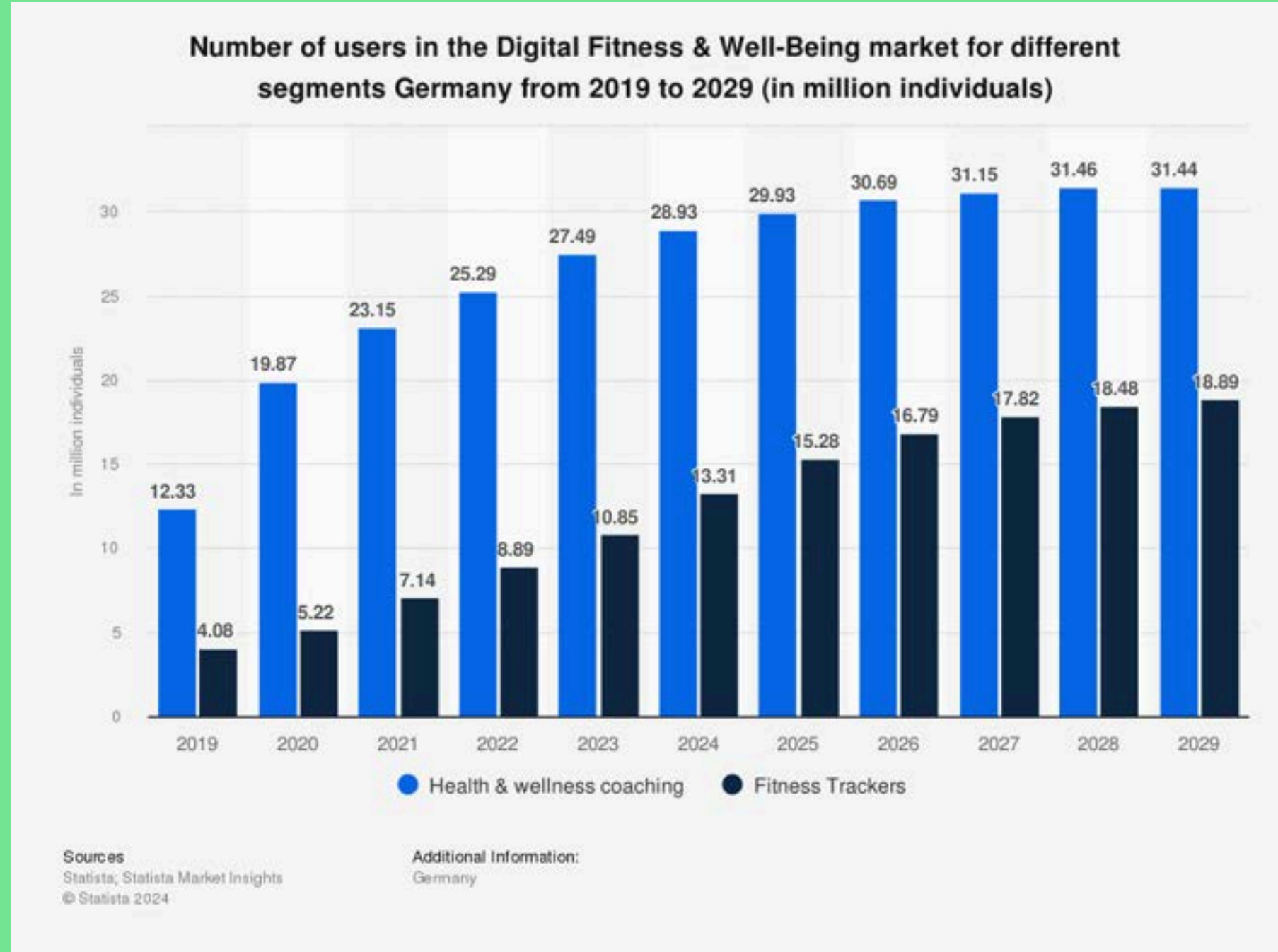
HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE MARKET STRUCTURE REPORTS METHODOLOGY

- Total revenue in the Lifestyle market is projected to reach €137.30m in 2022.
- Total revenue is expected to show an annual growth rate (CAGR 2022-2029) of 9.60%, resulting in a projected market volume of €277.90m by 2029.
- In-app purchase (IAP) revenue in the Lifestyle market is projected to reach €98.69m in 2022.
- Paid app revenue in the Lifestyle market is projected to reach €2.38m in 2022.
- Advertising revenue in the Lifestyle market is projected to reach €36.27m in 2022.
- The number of downloads in the Lifestyle market is projected to reach 57.33m downloads in 2022.
- The average revenue per download currently is expected to amount to €2.40.
- A global comparison reveals that most revenue is generated in China (€2,470.00m in 2022).



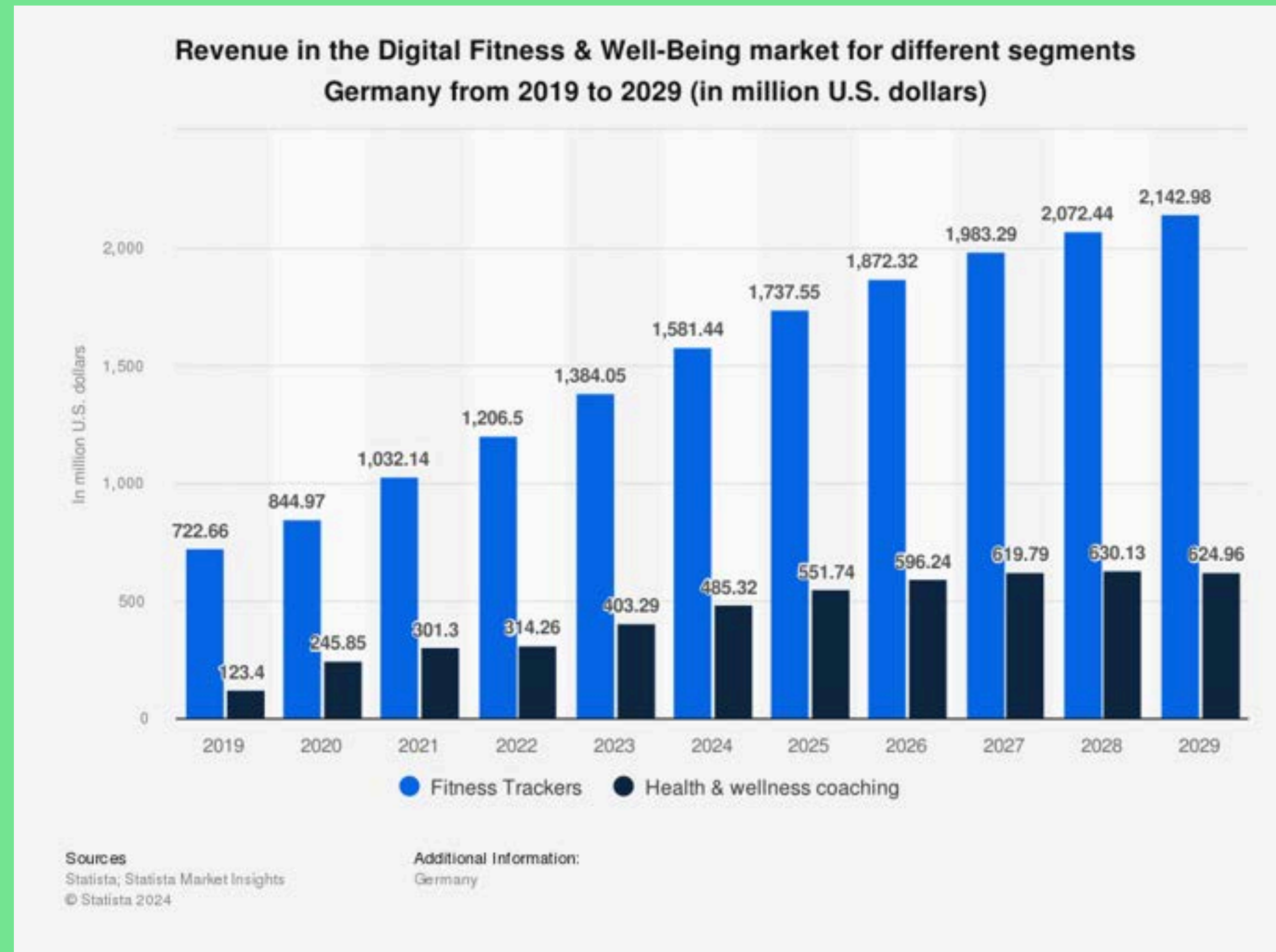
<https://www.statista.com/outlook/amo/app/lifestyle/germany?currency=EUR#revenue>

market research: digital fitness and wellbeing apps



<https://www.statista.com/forecasts/1443266/number-of-users-digital-fitness-well-being-market-for-different-segments-germany>

market research: digital fitness and wellbeing apps



<https://www.statista.com/forecasts/1442937/revenue-digital-fitness-well-being-market-for-different-segments-germany>

market research: walkability

Known for its walkable cityscape, vibrant cultural scene, and high density of local businesses, Frankfurt is ideal for piloting loop.

 rur.oekom.de • <https://doi.org/10.14512/rur.1664>

BEITRAG • ARTICLE OPEN ACCESS

Wie fußgängerfreundlich sind deutsche Großstädte? Neue Ergebnisse aus der Walkability-Forschung

Julian Schmitz , Stefan Fina , Christian Gerten 

Received: 16 September 2022 • Accepted: 14 February 2023 • Published online: 21 March 2023

Zusammenfassung
Fußgängerfreundliche und bewegungsanimierende Stadtstrukturen (Walkability) bieten Menschen die Möglichkeit, ihre alltäglichen Wege zu Fuß statt mit dem Pkw zurückzulegen. Eine aktive körperliche Mobilität fördert die Gesundheit und gilt als Voraussetzung für vitale nachbarschaftliche Sozialstrukturen. Der Einsatz datenbasierter Walkability-Bewertungswerkzeuge ermöglicht der Stadt- und Verkehrsplanung in einer einfachen Vorabanalyse, Defiziträume für die Fußgängerfreundlichkeit im Stadtraum zu identifizieren und darauf aufbauend weiterführende Maßnahmen zu planen. Auf dieser Grundlage können Zielsetzungen zur Stärkung des Zufußgehens mit messbaren Kennziffern etabliert und für ein dauerhaft angelegtes Monitoring genutzt werden. Anhand eines neu entwickelten und frei verfügbaren GIS-Bewertungswerkzeugs wird in diesem Beitrag die Walkability der 16 bevölkerungsreichsten deutschen Städte kleinräumig analysiert und kartiert. Die niedrigste Walkability weist Dortmund auf, **Frankfurt am Main ist am besten bewertet**. Der Beitrag diskutiert die Methode und Ergebnisse. Er liefert anhand kurzer Exkurse in die städtebauliche Geschichte sowie in die Fußwegeinfrastruktur

in Dortmund und Frankfurt am Main erste Erklärungen für die Messunterschiede.

Schlüsselwörter: Walkability • Open Source • Zufußgehen • Public Health • GIS

How Walkable are German Cities? New Results from the Field of Walkability Research

Abstract
Pedestrian-friendly urban structures motivate people to use active modes of mobility and walk instead of using their car. Active mobility is associated with health-promoting benefits and assumed to support neighbourhood-based social interaction. In this context, walkability assessment tools help urban and transport planning to identify deficiencies for the walkability of urban neighbourhoods and use the results to work towards improvements. The results contribute towards the establishment of indicators to measure development and planning targets with respect to the walkability of urban neighbourhoods and continuous monitoring over time. Based on a newly developed and free available GIS-measurement tool

<https://rur.oekom.de/index.php/rur/article/view/1664/3459>

market research: walkability

3. Frankfurt, Germany

Walking time: 35 min

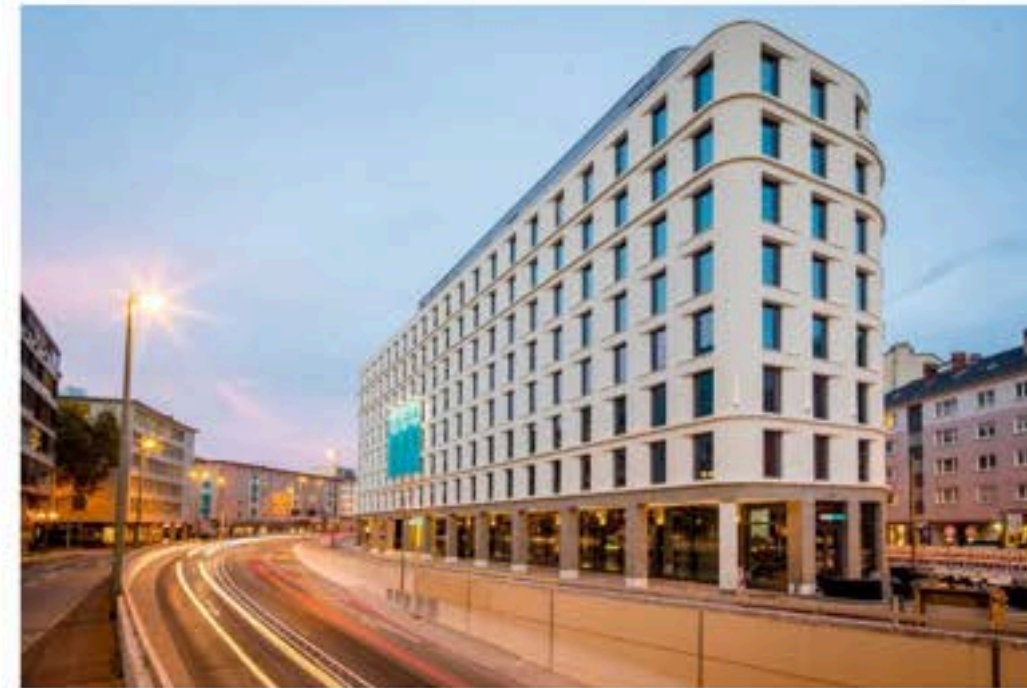
Walking distance: 2.7 km

Total steps: 3,543

Elevation: 6m

Europe's third most walkable city blends history and tradition with modern sensibility. It's also highly accessible, unlike some of the older towns and hillier destinations in this list. Cultured, lively and deeply beautiful, Frankfurt is one of our favourite places in the whole world. And with our walking route, you can walk through it – soaking up the sights along the way – in around half an hour:

Start at the Städel Museum – a quirky and unexpected building, filled with hundreds of years of art and installations. From there, you'll stroll along the River Main before crossing the Iron Footbridge, one of the city's most romantic spots. While it's always beautiful to behold, the Iron Footbridge is simply stunning when lit up at night. A short time after crossing, you'll arrive at the old buildings at Römer in Frankfurt. No, you haven't travelled back in time – that's just some of the most well-preserved decorative architecture in the whole world. It's a must-see while you're in town – if you ever manage to pull yourself away from the fantastic eateries and cafés dotted along the route. Be sure you do though, because Main Tower, en-route to the Alte Oper, lets you see the city from its highest point. And you'll be so glad you did; because the views are spectacular.



market research: demographics

loop Target Audience		
Basis		
	Mio.	% vert.
(1 Item)		
Basis	1,98	100



Studienauswahl	Zielgruppen-Definition	Gebiets-Definition	Strukturanalyse	Rangreihe	Mediaplan
Interessenhorizonte: Sport, Kultur, Alter Befragter: 14 bis 19 Jahre, 20 bis 29 Jahre, 30 bis 39 Jahre, 40 bis 49 Jahre - Potenzial: 2,8 %, 866 Fälle, 1,98 Mio.					
oder Interessenhorizonte Sport Kultur					
oder Alter Befragter 14 bis 19 Jahre 20 bis 29 Jahre 30 bis 39 Jahre 40 bis 49 Jahre					
oder Smartphone-Nutzer ich persönlich ja, nur privat ja, nur beruflich ja, privat und beruflich					
oder Smartphone-Internet-Nutzer ja					
Smartphone-Nutzer ja					
oder Mobiltelefon/Smartphone Nutzung ja, nur Smartphone ja, Mobiltelefon und Smartphone					

Alter Befragter (4 Items)		
14 bis 19 Jahre	0,22	11
20 bis 29 Jahre	0,55	28
30 bis 39 Jahre	0,63	32
40 bis 49 Jahre	0,58	29
Nutzung von Gesundheits-Apps: Apps für eine gesunde Lebensführung		
Kenne ich	1,35	68
Habe ich bereits genutzt	0,19	10
Würde ich ausprobieren	0,29	15
Essen gehen (4 Items)		
mehrmals in der Woche	0,17	9
mehrmals im Monat	0,55	28
etwa einmal im Monat	0,64	32
seltener	0,55	28
Nachhaltigkeitsorientierung (4 Items)		
1 sehr hoch	0,16	8
2	0,31	16
3	0,30	15
4	0,36	18

Spazieren gehen (4 Items)		
mehrmals in der Woche	0,95	48
mehrmals im Monat	0,72	36
etwa einmal im Monat	0,11	6
seltener	0,15	8
Nachhaltigkeits-Typologie (7 Items)		
Passive Gleichgültige	0,27	13
Zurückhaltende Befürworter	0,30	15
Finanziell limitierte Befürworter	0,24	12
Self-caring Nachhaltige	0,20	10
Junge Ambitionierte	0,33	17
Food-Nachhaltige	0,28	14
Absolut Nachhaltige	0,38	19
Sport treiben (4 Items)		
mehrmals in der Woche	0,65	33
mehrmals im Monat	0,45	23
etwa einmal im Monat	0,16	8
seltener	0,20	10

mds Marketing Data (Best for Planning-b4p 2022 III)

target audience

target audience



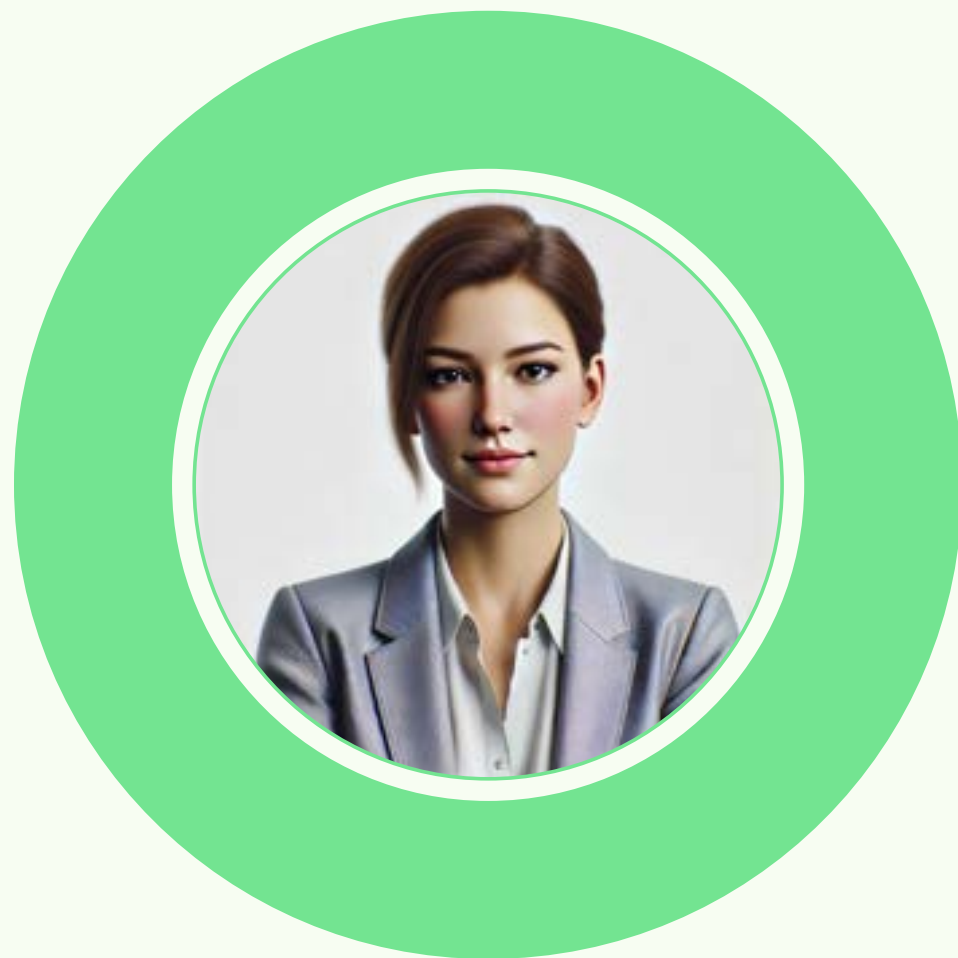
Primary Audience:

- Young (25-40 years old) dwellers in urban areas.
- Health-conscious individuals interested in fitness and exploration.
- Tourists and globetrotters looking for authentic local experiences.

Secondary Audience:

- Middle-aged residents (40-55 years old) seeking new ways to explore their/other cities and maintain fitness.
- Local businesses aiming to connect with an active, engaged audience.

User Persona 1: The Young Professional



Occupation: Marketing Consultant

Salary: €50,000/year

Goals: Maintain an active lifestyle while discovering new spots in the city.

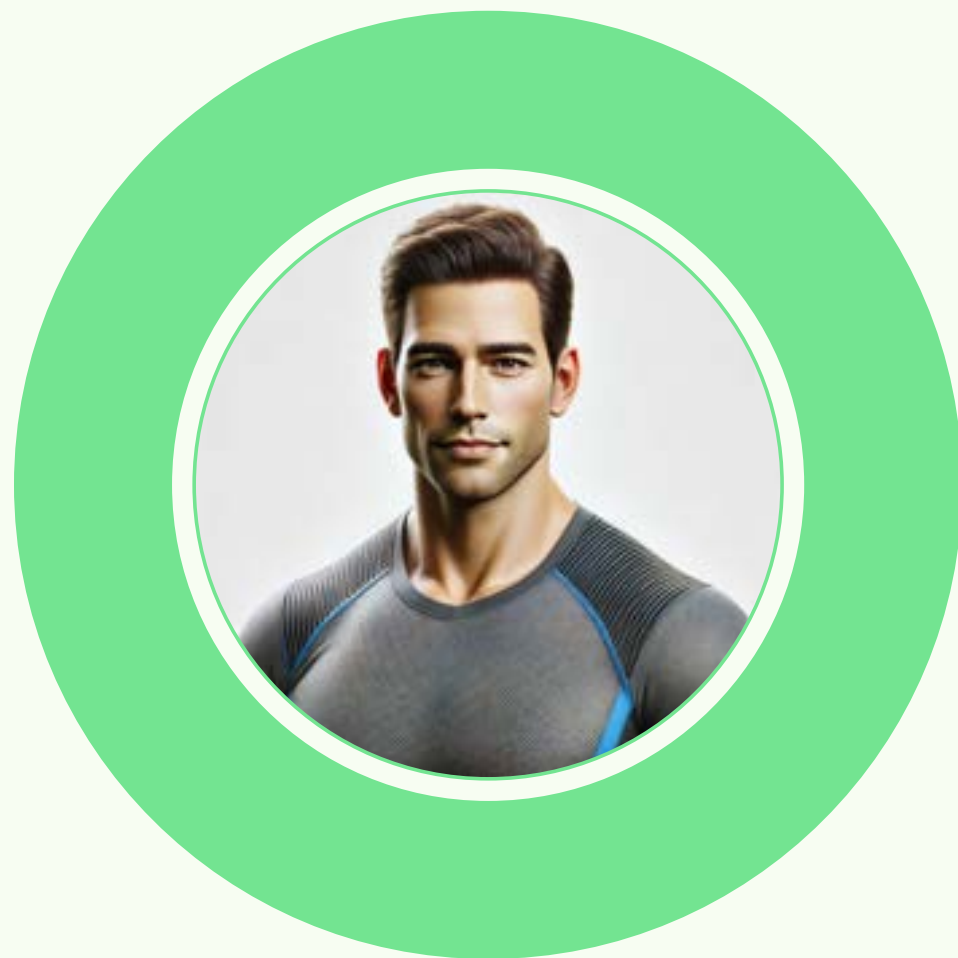
Aged 28, female, lives in central Frankfurt, commutes daily to an office.

Pain Points: Boredom with repetitive local walking routes; limited time to research new areas.

Interests: Networking, trendy cafés, fitness apps, and outdoor activities.

Motivators: Rewards for activity and shopping, seamless integration with daily routines, and social sharing.

User Persona 2: The Health Enthusiast



Occupation: Personal Trainer

Salary: €60,000/year

Goals: Stay active while promoting a healthy lifestyle to his local community.

Aged 35, male, lives in the suburbs of Frankfurt, prefers outdoor spaces for physical activity.

Pain Points: Lack of engaging apps that combine health tips and local leisure activities with practical walking routes.

Interests: Fitness challenges, hiking, organic food markets, and wellness apps.

Motivators: Detailed activity tracking, gamified rewards, and integration with health apps.

User Persona 3: The Glocal Tourist



Occupation: Architect, combining work and leisure travel

Salary: €80,000/year

Goals: Experience authentic local life, explore hidden gems, and discover architectural inspirations in the city.

Aged 40, male, visiting Frankfurt for a short trip but eager to explore the local culture.

Pain Points: Overwhelmed by generic tourist guides; lacks reliable tools for hyper-local, personalized experiences.

Interests: Cultural landmarks, innovative urban spaces, boutique shopping, and local gastronomy.

Motivators: AI-driven personalized technologies, real-time updates on events, and opportunities to experience the city as a local.

marketing strategy

marketing & communication objectives

1. Awareness:

- Build brand recognition among urban dwellers in Frankfurt.
- Generate buzz through influencers and social media campaigns.
- Target 500,000 social media impressions within six months of launch.

2. Acquisition

- Secure 10,000 app downloads in the first year.
- Achieve a conversion rate of 30% for premium subscriptions
- Gain 1,000 early adopters through pre-registration incentives before launch.

3. Engagement

- Maintain an average of 3 app sessions per user per week.
- Achieve 60% participation in in-app challenges and reward programs.

4. Retention

- Achieve a monthly churn rate below 10%.
- Drive consistent usage among 70% of active users after three months.

5. Revenue

- Generate \$200,000 in the first year through subscriptions, affiliate marketing, and advertisements.
- Ensure affiliate sales contribute to 30% of total revenue.

BHAG

"To redefine urban exploration by becoming the world's leading AI-powered walking app, connecting 100 million users to personalized routes, rewards, and local communities by 2035."

marketing mix

PRODUCT

AI-powered **route generator** tailored to individual preferences.
Rewards and gamification system to incentivize activity/shopping.
Real-time **recommendations** and **interactive avatar** for guidance.
Integration with local businesses for **exclusive offers** and **health tips**

PRICE

Freemium model: Free access with basic features such as limitations in personalisation, and route generation, etc.
Premium subscription: €4/month or €28/year for advanced personalization and exclusive rewards. Exclusive rewards are unlocked when referred by a friend.

PLACE

Available on iOS and Android app stores.
Promoted through social media platforms, local events, and influencer channels.
What sets loop apart from the competition?
Hyper-personalization, dual appeal to locals and tourists, and its gamified rewards system.

PROMOTION

Digital campaigns on Instagram, TikTok, and Facebook.
Partnerships with local businesses and fitness influencers.
Launch events, city-wide walking **challenges**, and **referral** rewards.

key marketing channels

Social Media:

- **Platforms:** Instagram, TikTok, Facebook, X, LinkedIn
 - **Strategy:** Sharing user-generated content, promote influencer partnerships, and run targeted ads.
-

Influencer Marketing

- Collaborating with 5 local fitness, travel, and lifestyle influencers to showcase the app's features.
-

Content Marketing

- Blog posts about health, fitness, and local exploration.
 - SEO-driven articles targeting walking enthusiasts and tourists.
-

Email Campaigns

- Onboard users with welcome emails.
 - Share updates, tips, and rewards to keep users engaged.
-

Referral Program

- Encouraging users to invite friends through rewards.
-

Community Engagement

- Partnering with local clubs, associations, and events to promote the app.
-

business development roadmap

Months 1-3

Pre-Launch

- 1. App Development:** Finalize features, ensure bug-free performance.
- 2. Partnerships:** Collaborate with 20+ local businesses for affiliate marketing.
- 3. Teaser Campaign:**
 - a. Build anticipation on social media with sneak peeks.
 - b. Host a pre-registration drive with incentives for early adopters.

Months 4-6

Launch

- 1. Event:** Host a city-wide walking challenge in Frankfurt with rewards for participants.
- 2. Social Media Ads:** Run geo-targeted campaigns highlighting unique features.
- 3. Influencer Activations:** Showcase real-time app usage.

Months 7-12

Post-Launch

- 1. Social Media Campaigns:**
 - a. Share user-generated content.
 - b. Highlight achievements and testimonials.
- 2. Referral Program:**
 - a. Reward users for bringing friends to the app.
- 3. Community and Events:**
 - a. Partner with clubs and associations to expand reach.
 - b. Organize walking tours.
 - c. Sponsor health and fitness events.
- 4. Scale Partnerships:** Expand affiliate network to 50+ businesses.
- 5. Analyze & Optimize:** Use analytics to refine targeting and recommendations.
- 6. Expand:** Plan for rollout in new cities based on feedback and metrics.

content marketing

goals & call-to-actions (CTAs)

Content Marketing Goals

1. **Increase App Downloads:** Use content to drive traffic to the loop website and app stores.
2. **Engage Users:** Build a community of active users through relatable, informative, and motivational content.
3. **Boost Brand Awareness:** Position loop as an emerging leader in urban exploration and wellness apps.
4. **Drive Affiliate Engagement:** Promote partnerships with local businesses to encourage user interaction.

Call-to-Actions (CTAs)

- "Download loop Today!"
- "Discover Your City Like Never Before."
- "Earn Rewards While Exploring Local Businesses."
- "Ready to Take the Smarter Route?"



weekly content breakdown

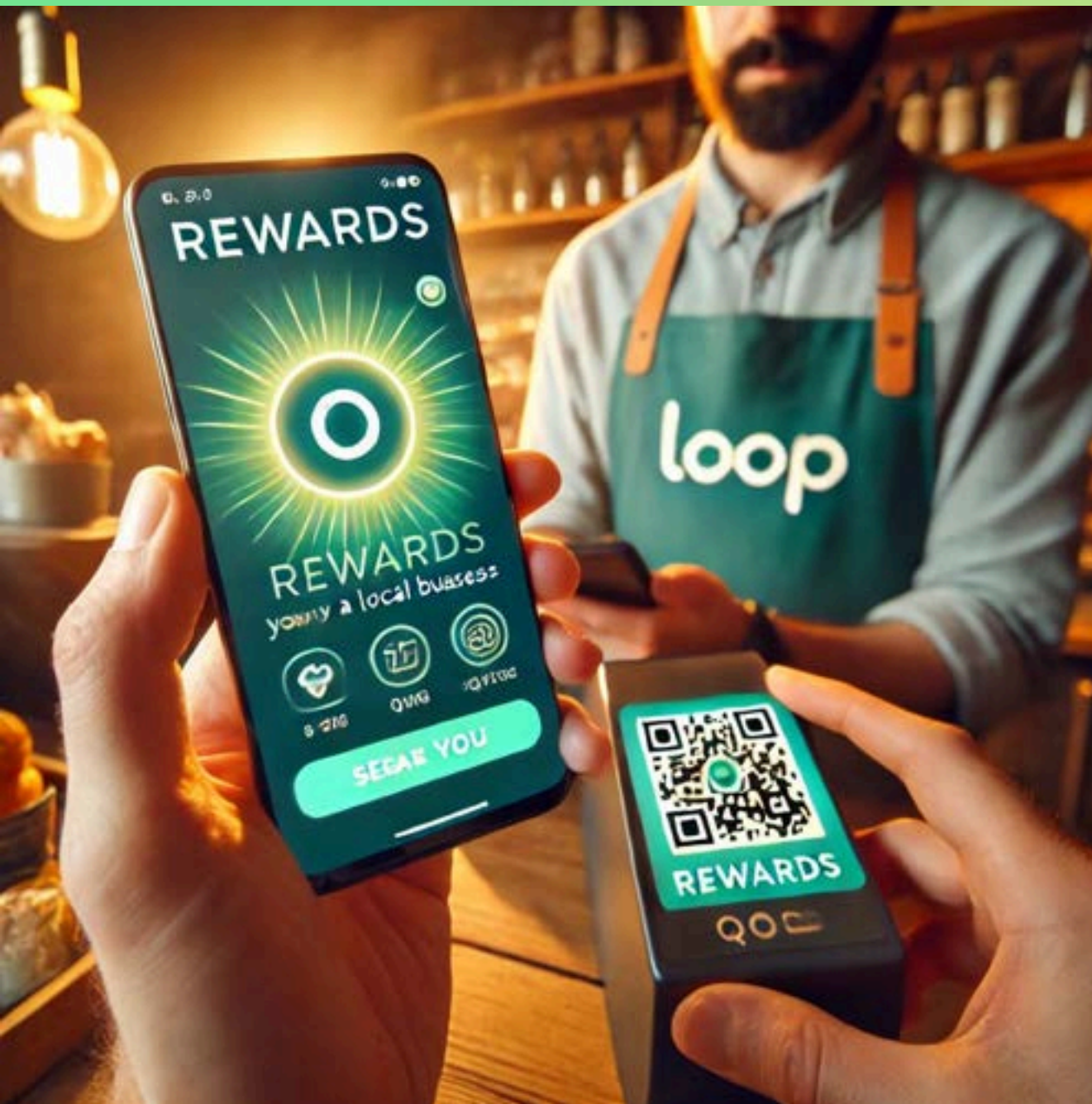
Week	Platform	Content Type	Topic	Goal
Week 1	Website Blog	Article	Discover Hidden Gems in Frankfurt	Drive organic traffic, boost engagement.
	Email Marketing	Newsletter	Ready to explore your city? Top routes this week!	Increase app downloads and engagement.
	Instagram & TikTok	Short Video	"How to Earn Rewards While Walking"	Educate users, drive downloads.
	LinkedIn	Post	Supporting Local Businesses with Loop	Build B2B partnerships.

Week	Platform	Content Type	Topic	Goal
Week 3	Website Blog	Case Study	User Success Stories: Exploring Cities with Loop	Build credibility and inspire downloads.
	YouTube	Short	"Why Loop Is Your Best Walking Companion"	Showcase features, drive downloads.
	Instagram Stories	Interactive Poll	What's Your Favorite Walking Route?	Boost engagement and collect insights.
	TikTok	Trend-based Content	"Day in My Life Exploring with Loop"	Leverage trending formats for reach.

Week	Platform	Content Type	Topic	Goal
Week 2	Website Blog	Listicle	Top 5 Walking Routes for Health in Frankfurt	Position as a health-focused brand.
	Instagram & TikTok	Reel	Motivational: "Every Step Counts!"	Inspire and drive community engagement.
	X (formerly Twitter)	Thread	Tips for Discovering Unique Spots in Your City	Build engagement and conversation.
	Email Marketing	Promotion	Partner Highlight: Café Verde's Discount Offer	Drive local shop engagement.

Week	Platform	Content Type	Topic	Goal
Week 4	Website Blog	Guide	How to Make the Most of Loop's Rewards Program	Educate users and increase retention.
	LinkedIn	Thought Leadership Post	How AI is Transforming Urban Exploration	Establish brand authority.
	Email Marketing	Recap Newsletter	This Month's Highlights and Offers	Retain and re-engage users.
	Display Ads	Banner Ad	"Your Routes Are Smarter Than Ever"	Retarget website visitors.

content themes for the month



1. Urban Exploration:

- Discover hidden gems in your city.
- The top 5 walking routes in Frankfurt.

2. Health & Wellness:

- **Walking benefits:** Boost your mental and physical health.
- How loop motivates you to stay active.

3. Rewards & Gamification:

- How to earn points with loop and redeem them at local businesses.
- Success stories: Users who discovered amazing deals with Loop.

4. Local Business Features:

- **Partner spotlight:** Café Verde's special offer for Loop users.
- Supporting local businesses while exploring your city.

content marketing overview

1. Website & loop Blog

- **Purpose:** Provide valuable, SEO-optimized content that drives organic traffic and informs users about loop's features and benefits.

Content Ideas:

- "5 Ways loop Transforms Your City Walks" (Informational Blog)
- "The Ultimate Guide to Earning Rewards with loop" (How-to Article)
- "Top 10 Walking Routes in Frankfurt" (Listicle for Local SEO)
- "Success Stories: How loop Users Stay Active and Save" (Case Study)



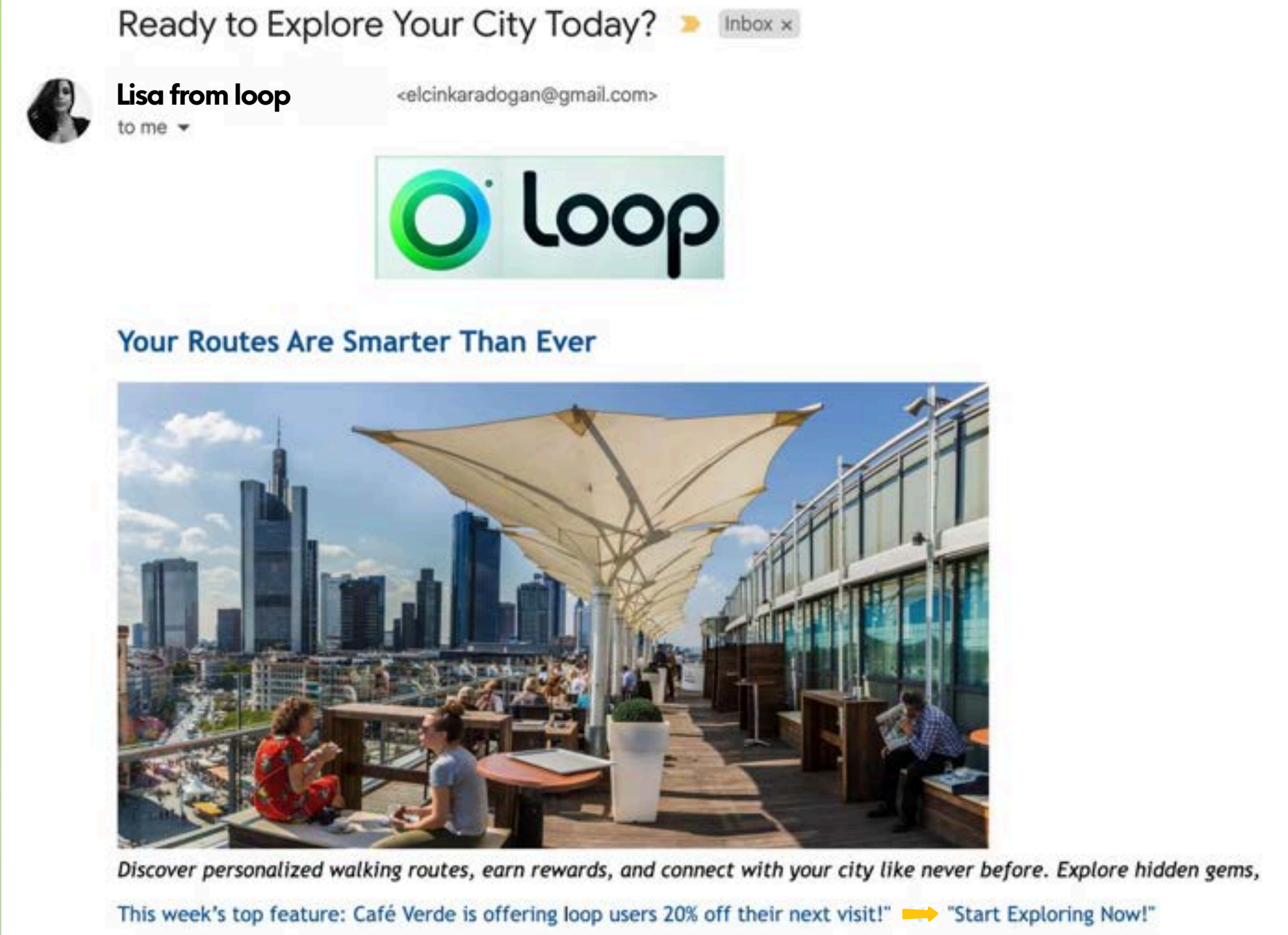
content marketing overview

2. Email Marketing

- **Purpose:** Engage and retain users with personalized and actionable updates.

Email Types:

- **Welcome Emails:** "Welcome to loop! Start Exploring Today."
- **Weekly Highlights:** "Top Routes and Rewards This Week."
- **Partner Promotions:** "Exclusive Discount at Café Verde for loop Users."
- **User Retention:** "We Miss You! Here's a Reward to Get You Walking Again."



content marketing overview

3. SEO Strategy

- Target Keywords:

- "Best walking routes in Frankfurt"
- "Walking apps with rewards"
- "Discover local shops near me"
- "AI-powered walking app"

- Optimization Plan:

- Publish weekly blogs with target keywords.
- Optimize meta titles, descriptions, and image alt tags.
- Build backlinks through partnerships with travel and wellness websites.

Sample SEO Blog Outline:

Title: "Why Walking is the Best Way to Explore Frankfurt" **Keywords:**

Walking routes, urban exploration, health benefits of walking.



content marketing overview

4. Display Ads

- **Purpose:** Increase app awareness through visual and retargeting campaigns.
- **Ad Types:**
 - **Banner Ads:** "Your Routes Are Smarter Than Ever. Download loop Today!"
 - **Interactive Ads:** Showcase how rewards and routes work.
- **Sample Ad Copy:**
 - **Headline:** "Discover. Walk. Reward."
 - **Body:** "Transform your city walks with loop. Explore smarter and earn rewards along the way."
 - **CTA:** "Download Now!"

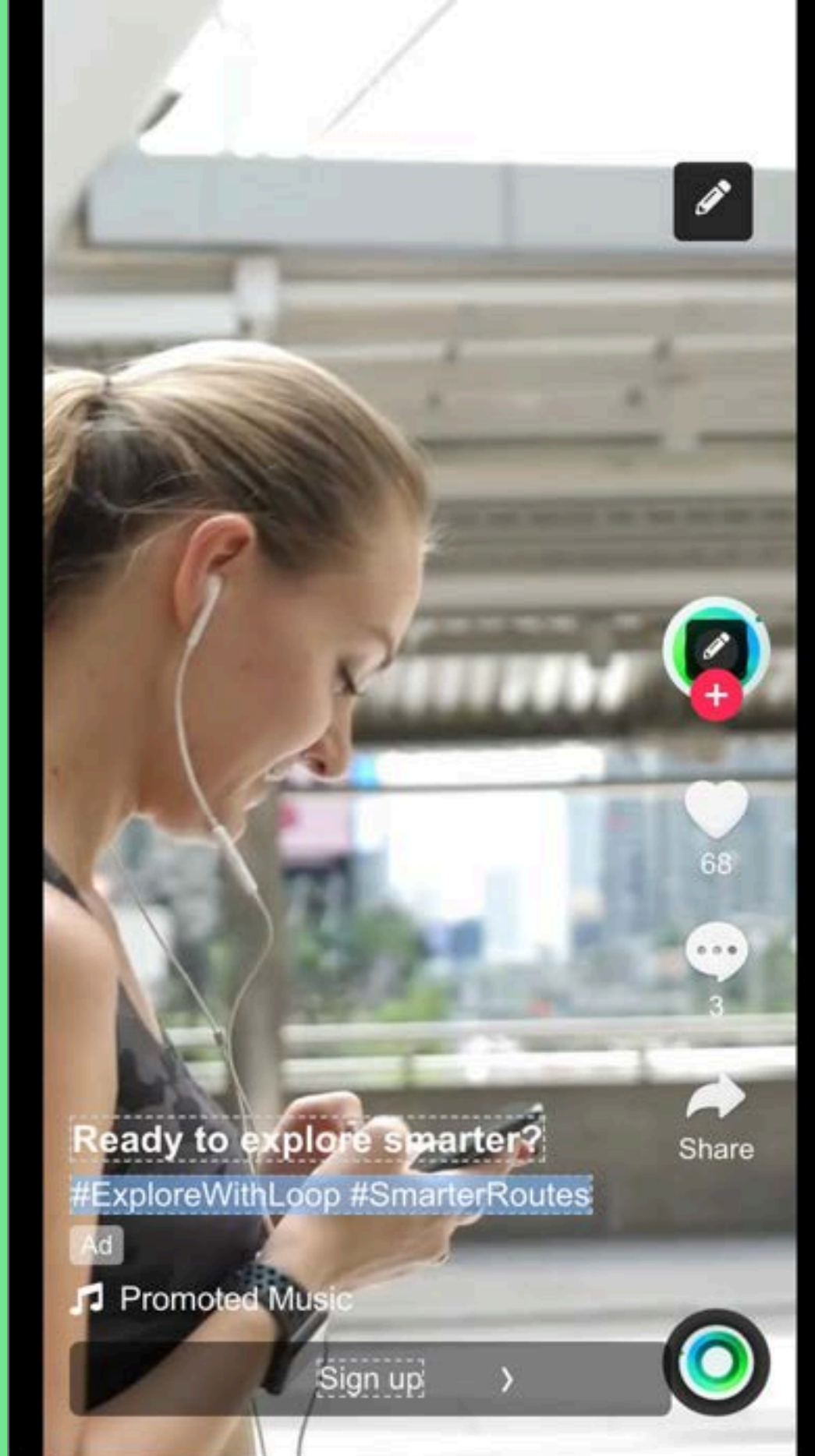


content marketing overview


5. TikTok Marketing

Strategy:

- **Create trend-based content:** "A Day in My Life with loop."
- **Leverage hashtags:** #ExploreWithLoop #SmarterRoutes.
- Partner with fitness and travel influencers to promote app features.
- **Sample TikTok Trend:**
 - A 15-second video showing loop notifications pop up while a user walks.
 - **Text:** "Earn rewards while exploring your city."
 - **Music:** Upbeat and trending.



instagram influencer collabs



↑ Share ♥ Save

Show All Photos

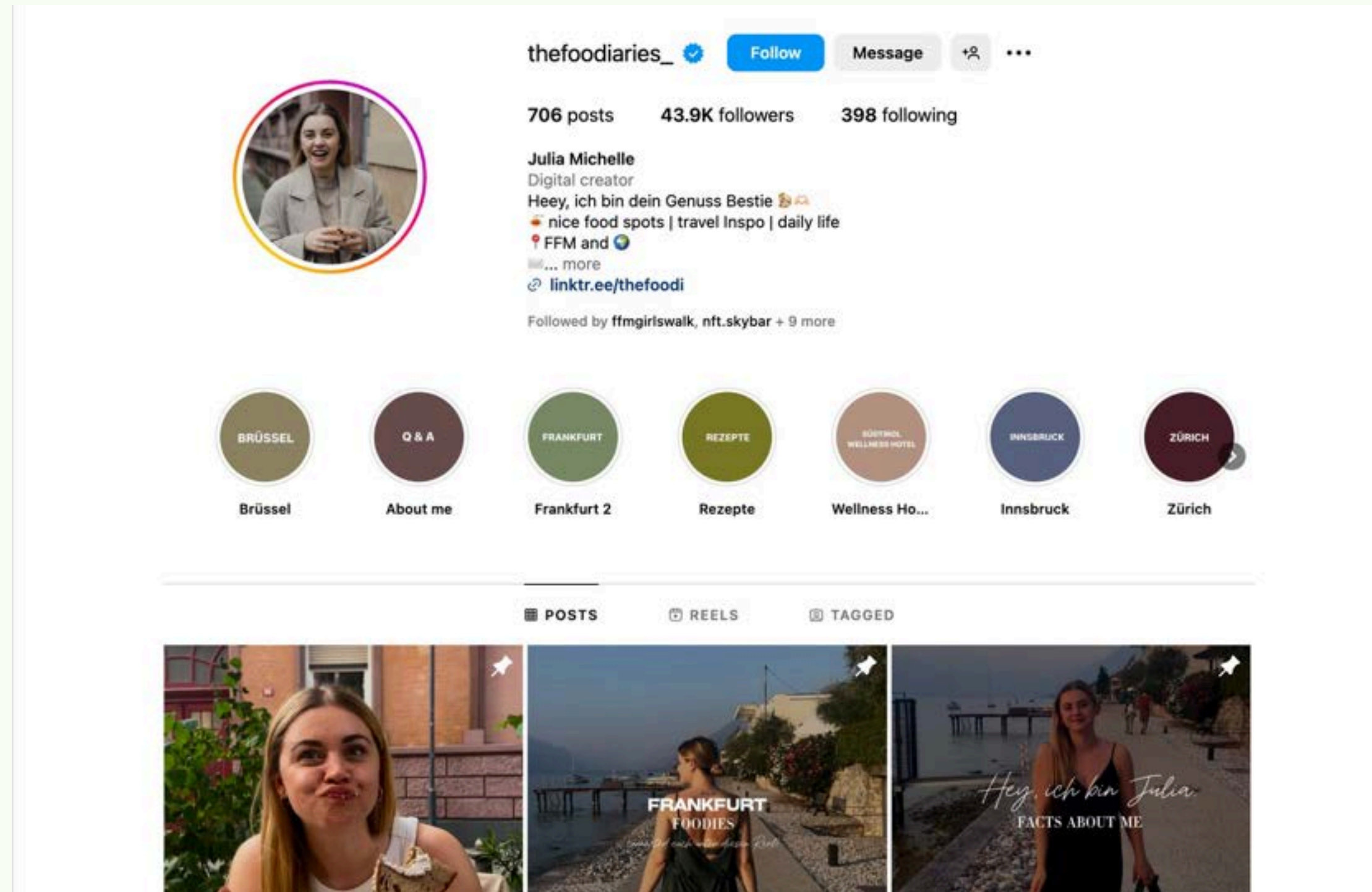
Ertiqua (Eri In Germany) | Eri's Expedition: Travel, Taste & Lifestyle Adventures

Frankfurt am Main, HE, Germany

Followers Followers Followers

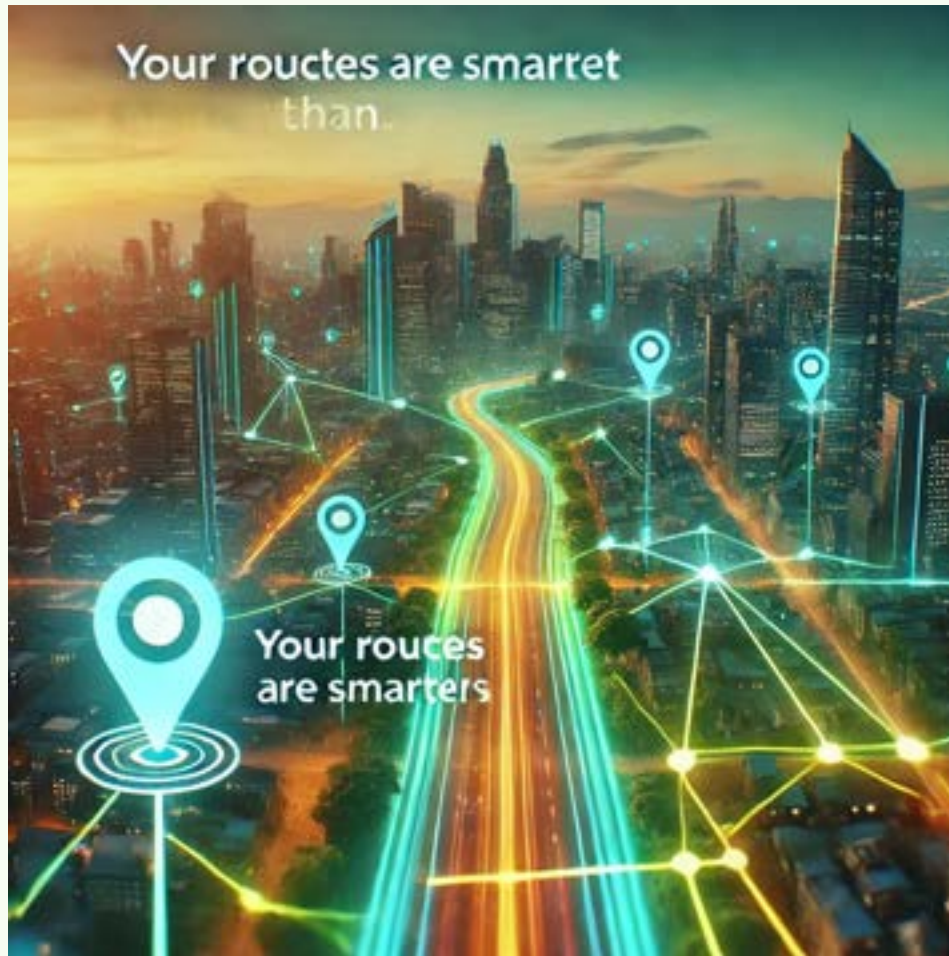
I'm Eri, an Indian vlogger settled in the lively city of Frankfurt, Germany. Through my YouTube and Instagram content, I offer a glimpse into life abroad, focusing on the intricacies of living in Germany. My "Where is Eri?" series satisfies my passion for travel, enabling me to share captivating experiences and diverse cultures. I am a 9-5 working professional, a go-getter who loves travelling, trying different foods and fond of skincare. I love watching K-dramas.

instagram influencer collabs



sample youtube ad storyboard

Scene 1



Scene 2



Scene 3



Scene 4



"Your routes are smarter than ever."

A user opens the loop app on their phone.

"Stay active, earn rewards, and connect with your community."

"Your City. Your Route. Your Rewards."

sample targeted campaign

Targeted Campaign: "Explore Winter Wonders with loop"

Goal: Increase user engagement during the winter season by highlighting routes and rewards that align with seasonal themes.

Campaign Features:

- **Curated Winter Routes:** Highlight festive spots, markets, and cozy cafés.
- **Seasonal Rewards:** Collaborate with local businesses to offer winter-themed discounts (e.g., hot drinks, seasonal pastries).
- **Limited-Time Challenges:** "Walk 5 winter routes in 2 weeks and earn 2x points!"

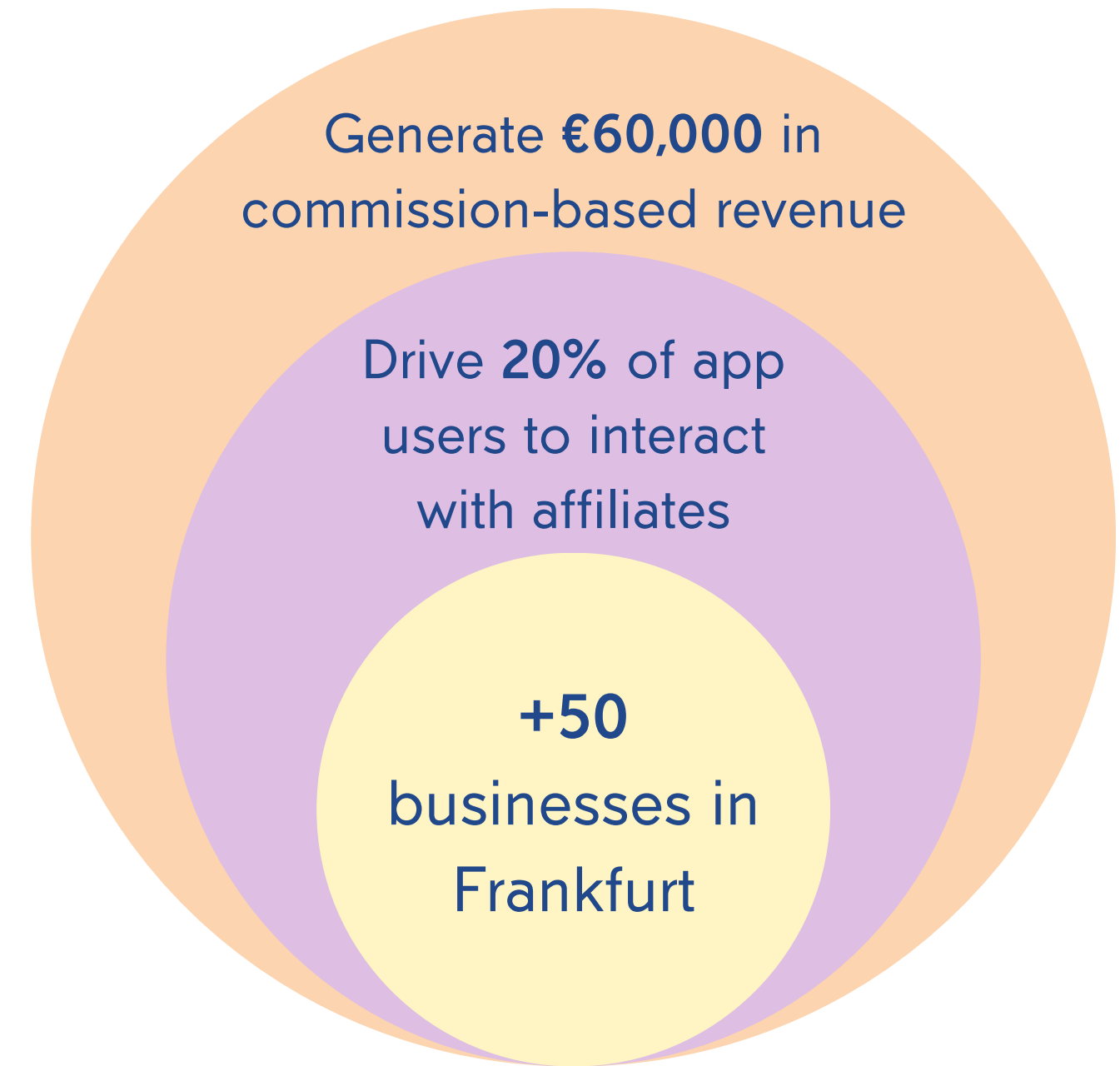
Execution:

- **Email Marketing:** "Your Winter Adventure Awaits with loop!" (Featuring a call-to-action to explore festive routes.)
- **Social Media:** Reels showing festive cityscapes or users redeeming rewards at winter markets.
- **App Notifications:** Seasonal route recommendations and challenges.

business affiliate program

business affiliate program for local businesses

The affiliate program aims to create a mutually beneficial partnership between loop and local businesses. By integrating businesses into the app, loop drives foot traffic and sales to partners, while offering users exclusive deals and rewards. This program will also serve as a key revenue stream for loop.



Year 1 Project Outcome

business affiliate system

Key Objectives

1. **Boost Local Economy:** Drive customers to partner businesses by encouraging exploration and engagement.
 2. **Enhance User Experience:** Offer app users exclusive discounts and deals, enhancing loop's value proposition.
 3. **Generate Revenue:** Create recurring income through commissions and advertising fees.
-

Types of Affiliates

- **Retail Businesses:** Boutiques, supermarkets, and stores.
- **Hospitality and Dining:** Cafés, restaurants, and bars.
- **Cultural Institutions:** Museums, theaters, and galleries.
- **Wellness Services:** Gyms, yoga studios, and spas.

User Rewards System

- Businesses access an online dashboard to:
 - View user engagement statistics (foot traffic, sales).
 - Manage exclusive offers and deals.
 - Track performance and ROI.
-

Affiliate Portal

- Points-based rewards for users who visit or purchase from affiliate businesses.
 - Redeemable points for discounts, free trials, or vouchers at affiliated locations.
-

Geo-Tagging Integration

- Affiliates are geo-tagged on the app map for real-time visibility.
- Highlighted during personalized route planning for users.

affiliate revenue streams

5-15% commission from each transaction

€50-€200 monthly subscription fees

Extra fees for premium visibility

Commission-Based Revenue:

loop earns a percentage (e.g., 5-15%) from each transaction made by users at affiliate businesses.

Subscription Fees:

Businesses pay a monthly fee to participate in the affiliate program (e.g., €50-€200/month based on features).

Advertising Revenue:

Affiliates pay for premium visibility (e.g., featured spots on the map, priority placement in user recommendations).

Event Sponsorships:

Affiliates can sponsor in-app challenges or city-wide walking events to gain exposure.



affiliate strategy & plan

Phase 1: Recruitment (Months 1-3)

- **Target Affiliates:**
 - Focus on popular, high-traffic local businesses in Frankfurt.
 - Prioritize businesses aligned with wellness, sustainability, and lifestyle trends.
- **Outreach Campaigns:**
 - Direct sales approach with business visits and pitches.
 - Email campaigns highlighting benefits of joining loop.
- **Partnership Incentives:**
 - Waive initial subscription fees for the first 3 months.
 - Provide marketing support to promote the partnership.

affiliate strategy & plan

Phase 2: Integration and Launch (Months 4-6)

- **Affiliate Onboarding:**
 - Train businesses to use the affiliate portal.
 - Ensure smooth integration of deals and geo-tagging.
- **User Engagement:**
 - Promote affiliated businesses in app campaigns and social media.
 - Highlight exclusive deals and routes featuring partner locations.

affiliate strategy & plan

Phase 3: Optimization (Months 7-12)

- **Performance Analysis:**
 - Use affiliate portal data to track foot traffic and sales.
 - Adjust marketing efforts based on high-performing affiliates.
- **Expand Partnerships:**
 - Add new businesses and expand into other neighborhoods or cities.
 -

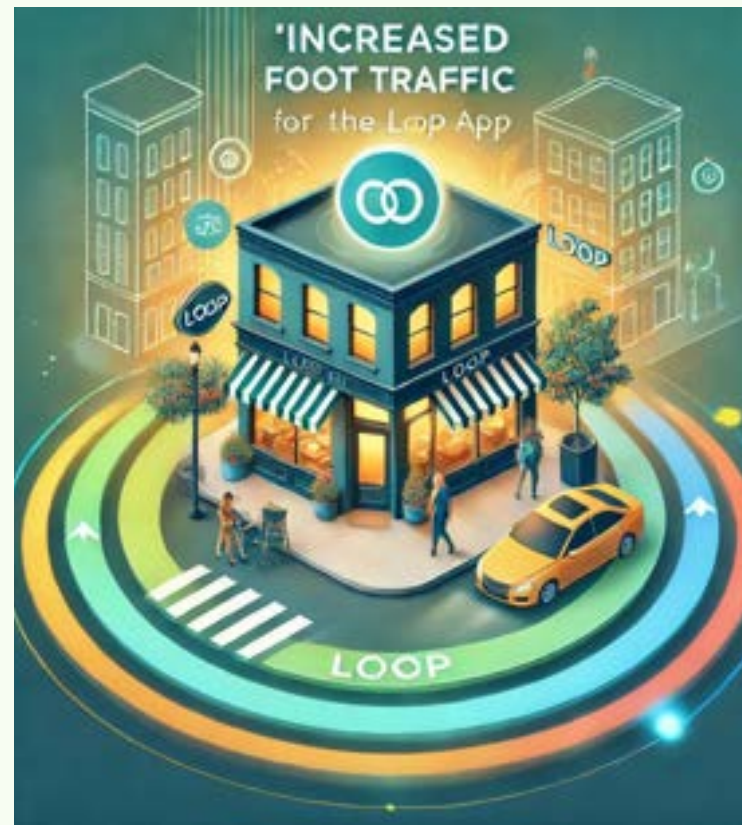
affiliate strategy & plan

Phase 4: Scaling (Year 2)

- **Regional Expansion:**
 - Replicate the affiliate model in other cities.
- **Premium Features:**
 - Introduce tiered pricing for premium affiliate features (e.g., top-tier placements)
- **Growth in Numbers:**
 - Expand to 100+ affiliates across multiple cities.
 - Double commission revenue to over €120,000.

benefits for affiliates

Local businesses can gain visibility for new customers and access analytics to understand customer behavior and optimize offers.



Increased Foot Traffic



Cost-Effective Marketing



Performance Insights



Community Engagement

monetization & revenue streams

app pricing strategy

Always stay in the loop!

Unlock now to gain access to rewards.

The image displays a pricing strategy comparison for an app. It features three pricing cards: Freemium, Annual, and Monthly. The Annual plan is highlighted with a red border and labeled 'MOST POPULAR!'. Below the cards, there is a note about a 30-day money back guarantee and recurring billing.

Plan	Price	Access	Button
FREEMIUM	€0	Access to standard walking routes and recommendations.	FREE
ANNUAL	€28	Unlimited access to exclusive rewards and advanced personalization for 12 months	GET ONE YEAR
MONTHLY	€4	Unlimited access to exclusive rewards and advanced personalization for 1 month.	GET IT MONTHLY

30-day money back guarantee. Recurring billing.

friend referrals framework

OBJECTIVE

Encourage existing users to refer friends, leveraging word-of-mouth marketing to increase downloads and engagement.

Program Name: "Walk & Earn Together"

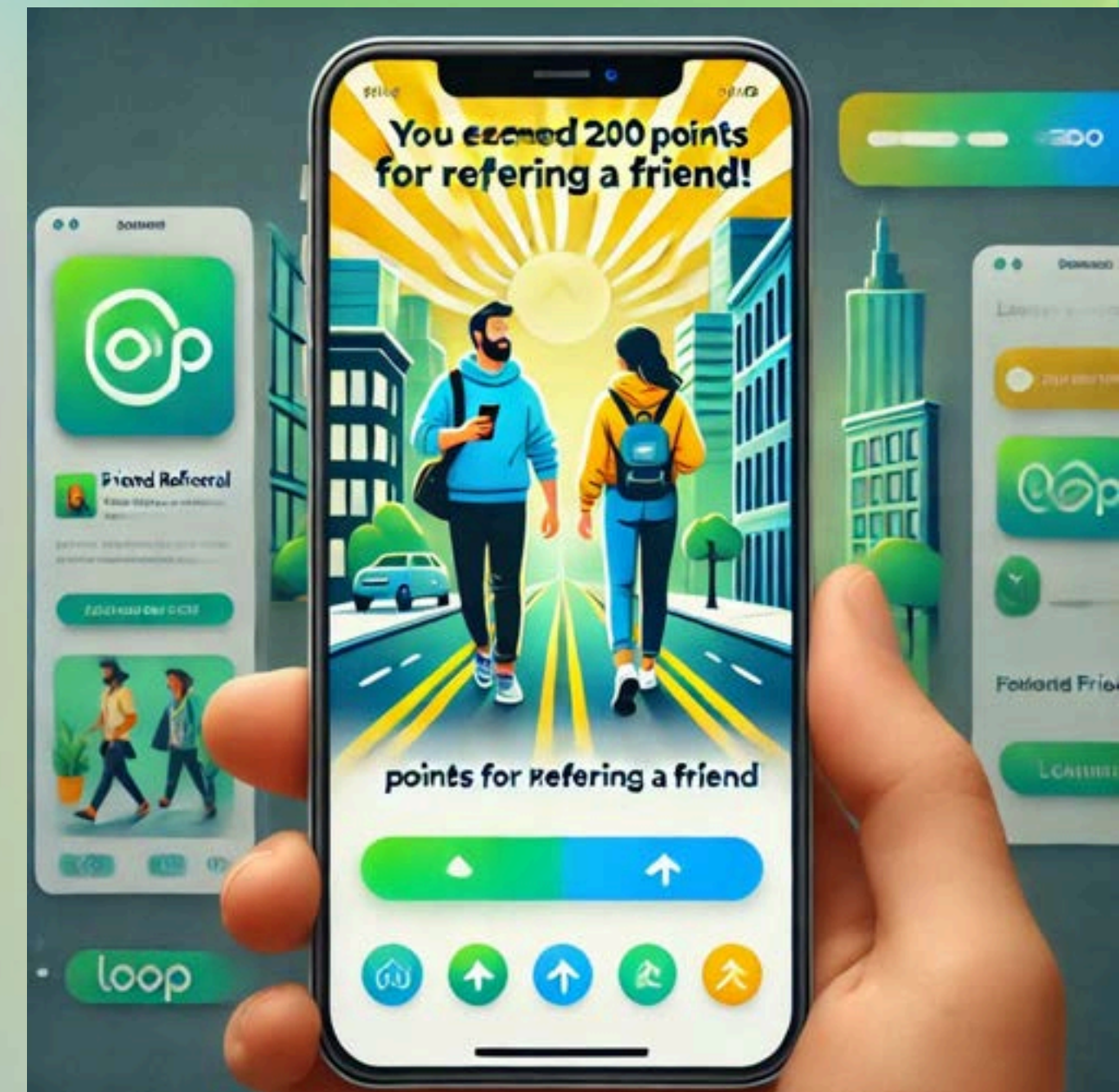
How It Works:

1. For the Referrer:

- Earn 200 points (equivalent to €5 rewards) for each successful referral.
- Unlock exclusive badges for referring 5, 10, and 20 friends.

2. For the Referred Friend:

- Receive 100 bonus points when they sign up and complete their first walk.
- Get instant access to 1 premium route for free.



friend referral framework

Implementation Plan:

1. In-App Referral System:

- Add a "Refer a Friend" tab in the app.
- Generate a unique referral code for each user.

2. Promotional Campaign:

- **Email Subject Line:** *"Bring Your Friends Along—And Earn Big!"*
- **Body:** Highlight how users can earn rewards while inviting friends to explore smarter.
- **Social Media Ads:**
 - **Instagram:** Visual of two friends walking with a text overlay: *"Better Together! Invite Friends, Earn Rewards."*
 - **TikTok:** Fun, short videos showing a friend group discovering the city with loop.

3. Analytics and Tracking:

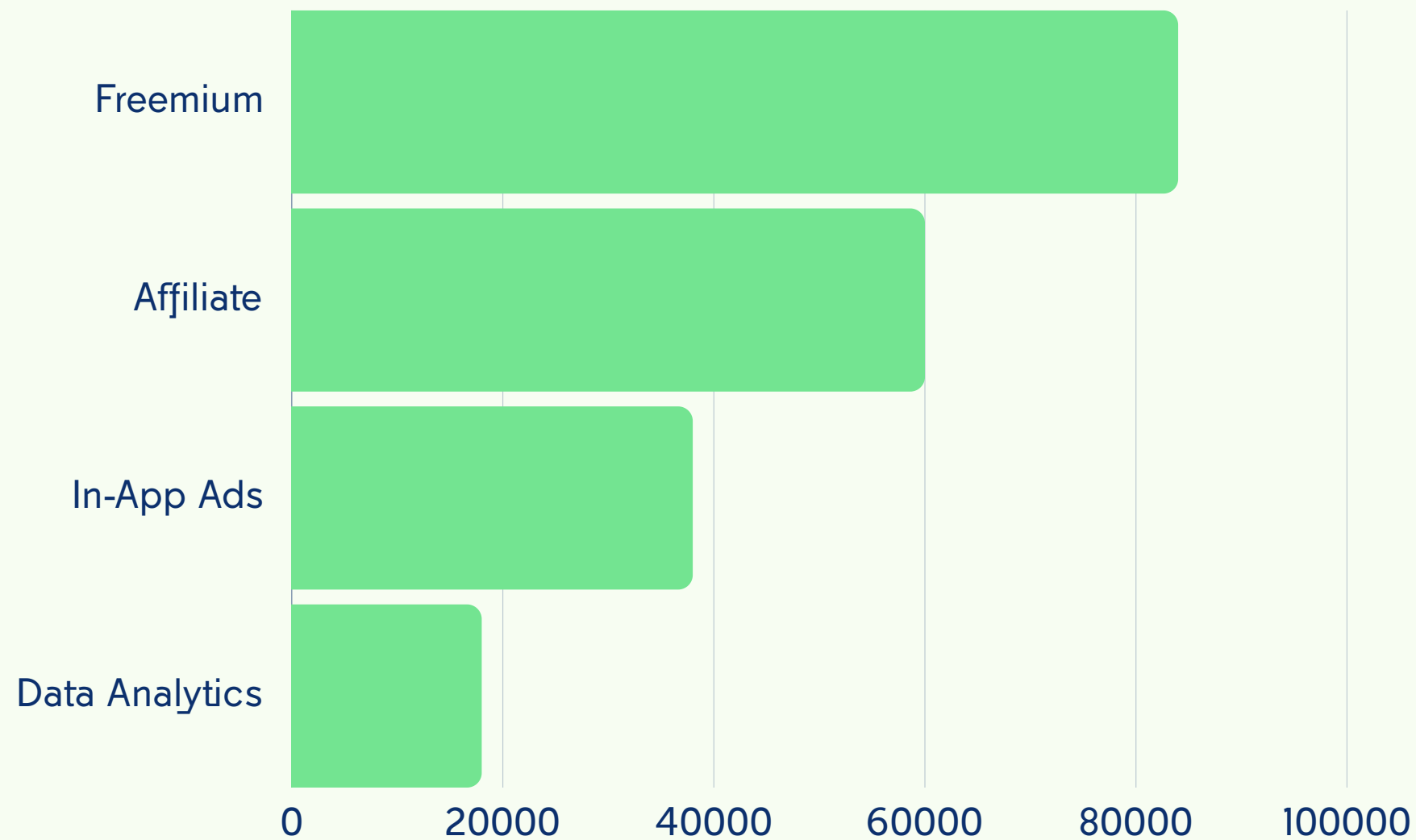
- Monitor referral performance in real-time via an affiliate dashboard.
- Track metrics such as referral rates, retention rates of referred users, and total rewards redeemed.

4. Incentive Upsell:

- Run periodic boosts like "Double Points Week" to incentivize more referrals during peak times.
- Partner with local businesses to offer exclusive rewards for the top referrers (e.g., free dinner or event tickets).

monetization strategy

End-of-year 1 revenue projection (Euros)



Freemium Model

- Free access with basic features.
- Premium subscription for advanced personalization, exclusive rewards, and ad-free experience.

In-App Advertising

- Health and lifestyle brands targeting users.
- Location-specific ads from local businesses.

Affiliate Marketing

- Partner with local businesses (cafés, shops, museums) for revenue-sharing.
- Commission from partner shops for purchases initiated via the app.

Data Analytics

- Sell anonymized data insights to local businesses for targeted marketing.

budget overview

Category	Description	Cost
App Development	Finalize app features, bug fixes, and performance	€ 50,000
Marketing Campaigns (incl. Social Media)	Geo-targeted ads, Google Ads, and user-generated content	€ 40,000
Influencer Partnerships	Partnerships with 5 fitness and travel influencers	€ 15,000
Content Marketing	SEO blogs, health articles, and local guides	€ 5,000
Event Hosting	City-wide walking challenge and promotions	€ 10,000
Affiliate Management	Partner onboarding and maintenance	€ 5,000
Referral Program	Incentives for user referrals	€ 5,000
Miscellaneous Expenses	Ad hoc expenses, tools, and materials	€ 10,000
Total Marketing Budget	Total for Year 1	€ 140,000

project management

project management timeline

MONTH	ACTIVITY	MANPOWER NEEDED	RESOURCES
Month 1	Finalize design and app features	3 developers, 1 PM	Design tools, IDEs
Month 2	App development begins, partner with 20 local businesses	3 developers, 1 PM	Cloud servers, APIs
Month 3	Partnerships & Beta testing, debugging	2 sales, 2 customer support	Beta tools, CRM
Month 4	Launch teaser campaign	3 marketers, 1 PM	Social media platforms
Month 5	City-wide walking challenge	2 marketers, 1 event manager	Event supplies, PR tools
Month 6	Monitor app performance, run influencer campaigns	3 marketers, 1 PM	Analytics tools
Month 7-9	Expand affiliate partnerships, scale referral program	2 sales, 1 marketer	CRM, outreach tools
Month 10-12	Plan new city rollouts based on insights from Frankfurt	3 marketers, 1 PM, 2 developers	Planning software

project management execution

Manpower:

- **Project Manager:** Oversees the project timeline and deliverables.
- **Development Team (3 members):** Focus on app features, bug fixes, and updates.
- **Marketing Team (3 members):** Manage campaigns, social media, and influencer collaborations.
- **Sales/Partnerships Team (2 members):** Acquire and maintain local business affiliates.
- **Customer Support (2 members):** Handle user queries and provide feedback.

Execution

- **Agile Approach:** Break work into sprints (2-4 weeks) with specific deliverables.
- **Daily Standups:** Ensure team alignment with brief daily meetings.
- **Collaboration Tools:** Use project management software (e.g., Asana, Trello) to track progress.

Monitoring and Evaluation

- **Weekly Reviews:** Monitor KPIs such as downloads, active users, and revenue.
- **Feedback Loops:** Use analytics and user feedback to refine features and campaigns.
- **Risk Management:** Identify potential issues (e.g., technical bugs, low engagement) and address them proactively.

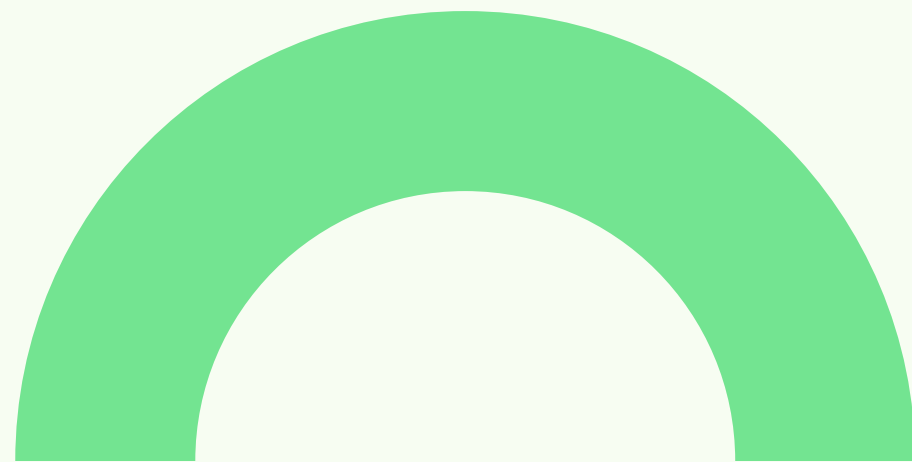
Closing

- **Final Report:** Summarize achievements, challenges, and lessons learned.
- **Future Planning:** Develop a roadmap for expansion to other cities and additional features.

monitoring & optimization

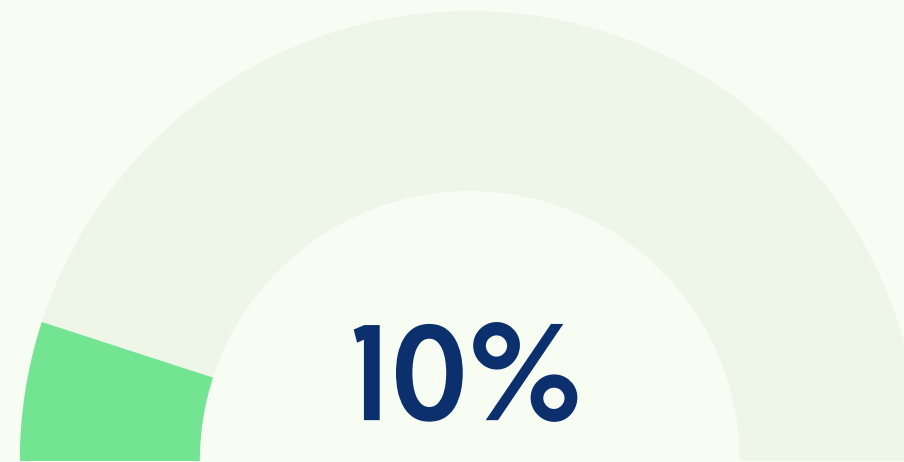
key performance Indicators

+€200,000
IN REVENUE



KPI 01

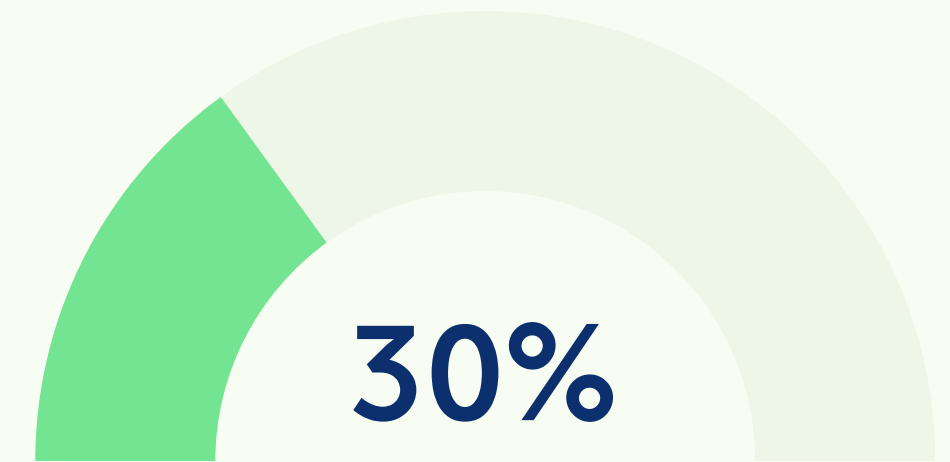
10,000 downloads in the first year



10%

KPI 02

Monthly churn rate below 10%



30%

KPI 03

30% conversion rate for premium
subscriptions

success metrics dashboard

01 User Growth

Downloads: 10,000 in Year 1.
Active Users: 7,000 monthly active users.

02 Engagement

Average sessions: 3 per user per week.
Retention Rate: 70% after three months.

03 Revenue

\$200,000 annual revenue.
Affiliate sales contributing 30% of revenue.
ROI
Profit

04 Community

Social shares: 5,000 posts tagged with **#LoopFrankfurt.**
Partnerships: 50+ local businesses onboarded.

05 Retention

Monthly churn rate below 10%.
Conversion rate: 30% for premium subscriptions.

06 Display Ads

ROAS
CTR
CPM (Cost per 1000 impressions)
CPO (Acquisition cost per conversion)

07 Email & Blog Marketing

Email open rates
Website traffic/unique users
CR for app download

08 Social Media

Reach
Number of Impressions
Engagement Rate
Share of Voice



next steps

next steps

Cosmopolitan cities with strong local cultural elements, eco-friendly values, and a diverse array of walking routes (markets, museums, local shops, etc.).

Based on the personas, target audience, and themes of sustainability, health, and urban exploration, potential cities for loop to grown in could include:



Amsterdam

Known for its focus on sustainability, walkability, and active lifestyles.



Berlin

A hub for innovation, startups, and diverse urban activities.



Barcelona

A vibrant city with a mix of culture, tourism, and outdoor opportunities.



Stockholm

Sustainability-focused, with a high adoption rate of technology.



New York

A dense urban area with diverse users who value unique experiences.

**Thank
You.**