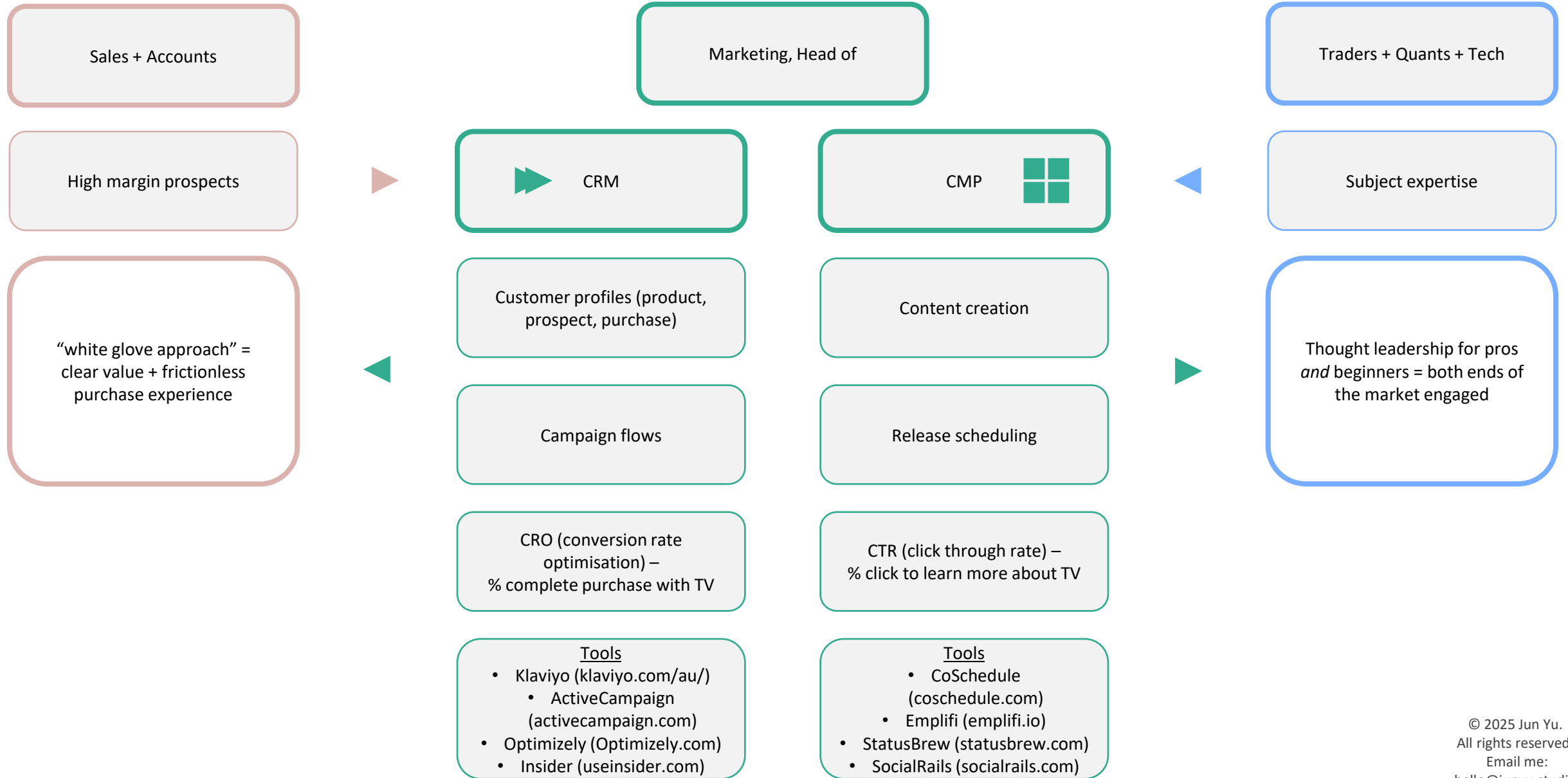


Pillar	 Activate	 Educate	 Outreach
Strategy	Build loyalty with existing users = faster activation + upsell opportunities + stickiness	Answer questions traders ask with content = inbound engine + w/o ad spend	Amplify users' satisfaction and stories + nudge high-intent users = organic growth
Tactic	Launch campaigns to drive activation	Publish multi-channel content to drive search hits	Amplify community voice to drive brand appeal
Advantage	CTAs deliver relevant content + reduce friction = successful activation	SEO-optimised keywords = sustainable long-run traffic and SME voice	Ads at BOFU target users ready to purchase = high ROI
Outcome	Tap new, dormant, pro users + deliver value prop, tutorials, community Q&As = join, upsell to premium, masterclass	Existing longform content + cut into multiple formats = awareness across channels	Testimonials as social proof + ambassadors' engagement = authentic outreach
AI Tools	Email + CRM + Automation = Mailchimp, HubSpot, ActiveCampaign	Scripting + Hosting + Posting + SEO = OpusClip, WordPress, ActiveCampaign, SurferSEO	Socials + Referrals + Tracking = Reddit, Discord, Insta, ReferralCandy + Viral Loops + Google Analytics + HotJar

Digital Product Marketing Plan



Reason for Rebrand

Diminished brand appeal

Shift in demand

Outperformed by competitors

Current Challenges

Niche pro-user value proposition
excludes potential customers

The emotions evoked matter as
do the product itself

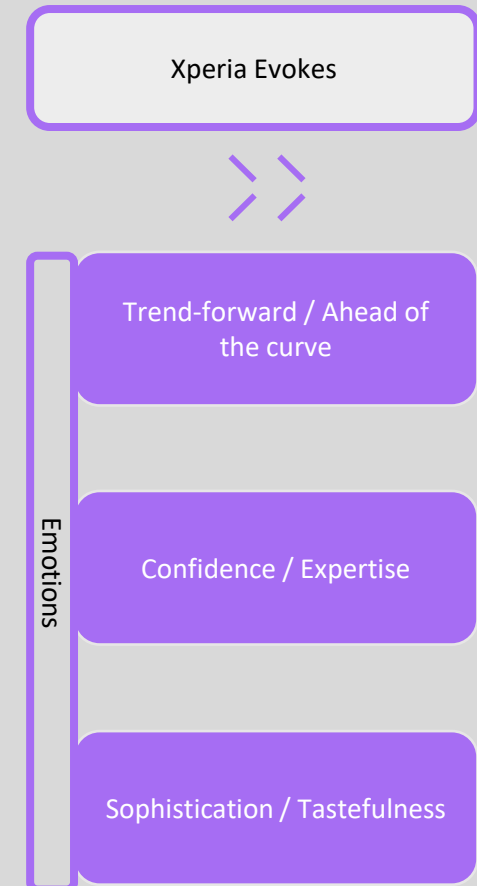
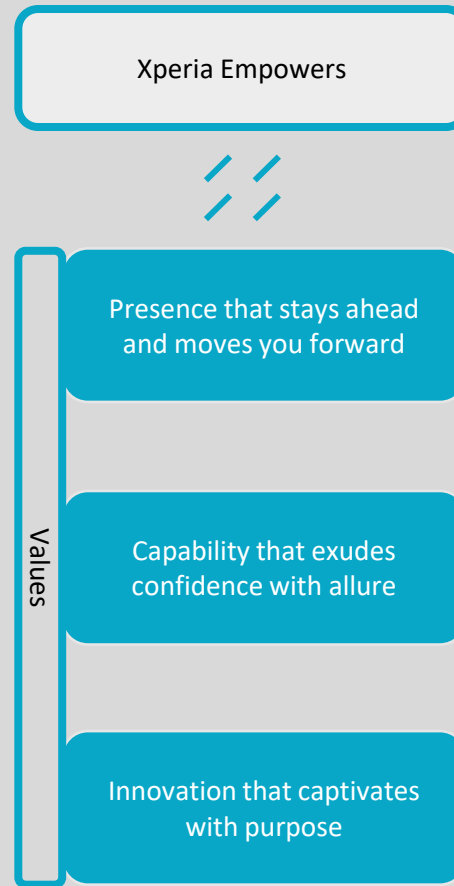
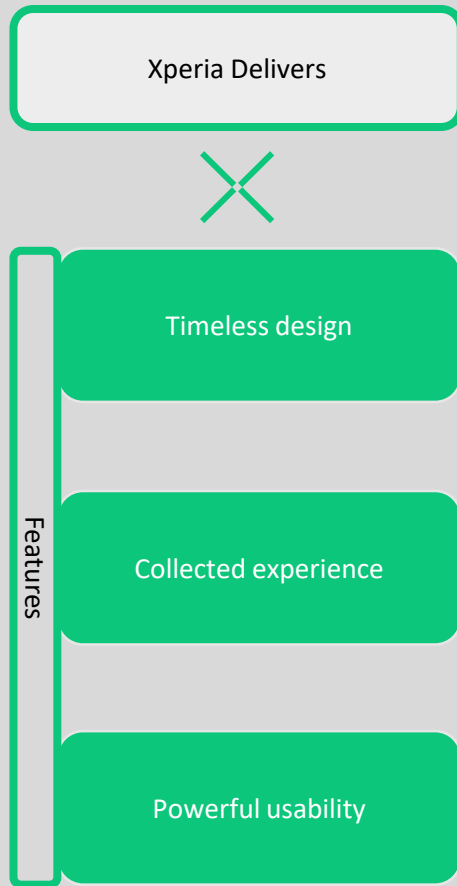
Competitors' brands appeal to a
broader typical consumer base

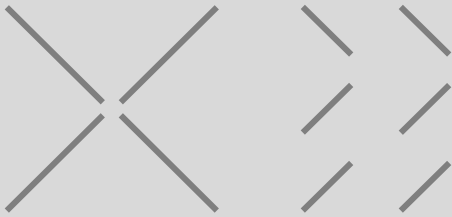
Growth Opportunity

Pro-features as an advantage for
the typical user, not only pros

Convey emotions to complete
the brand experience

Brand values that resonate with
typical consumers and pros





Here. Now.



Hold. Timeless.



Feel. Presence.



Be. Beyond.

