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DASH MARKETING STRATEGY

MARKETING
PLAN



AGENDA

1. INTRODUCTION AND WELCOME

2. BACKGROUND

3. COMPANY GOAL

4. MARKETING OBJECTIVES

5. INFLUENCER/CELEBRITY CHOICE FOR PROMOTIONAL BRAND VIDEO

6. REPEAT DOWNLOAD RATE

7. INCREASE IN RAFFLE FEATURE PARTICIPATION

8. DRIVING SALES

9. TARGET AUDIENCE

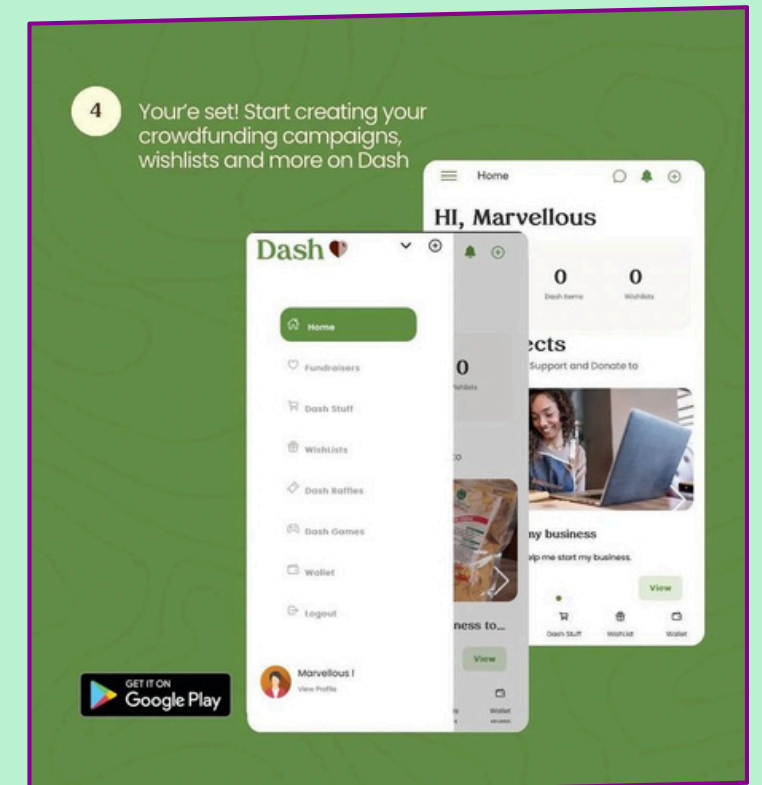
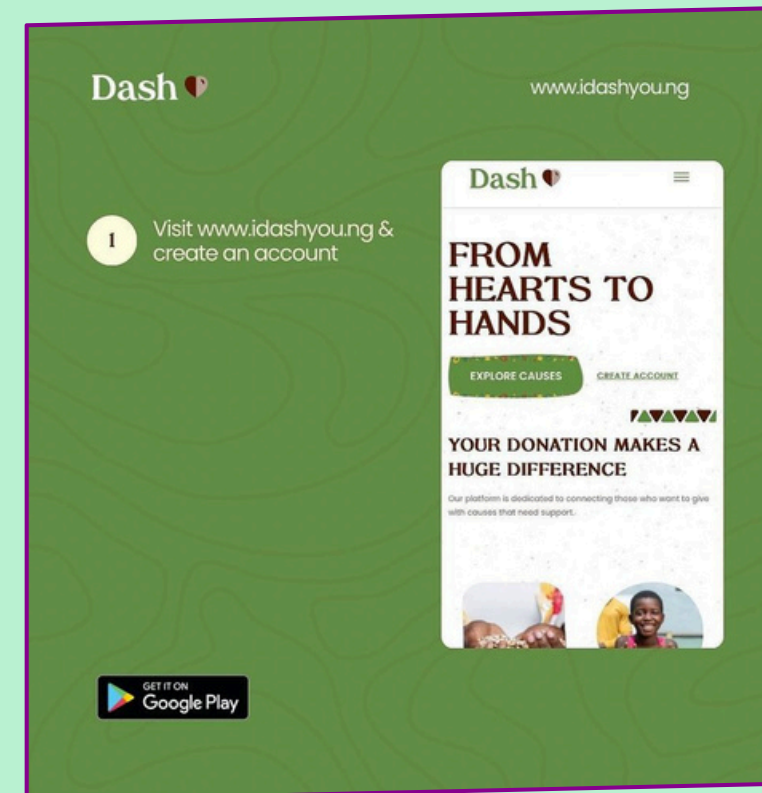
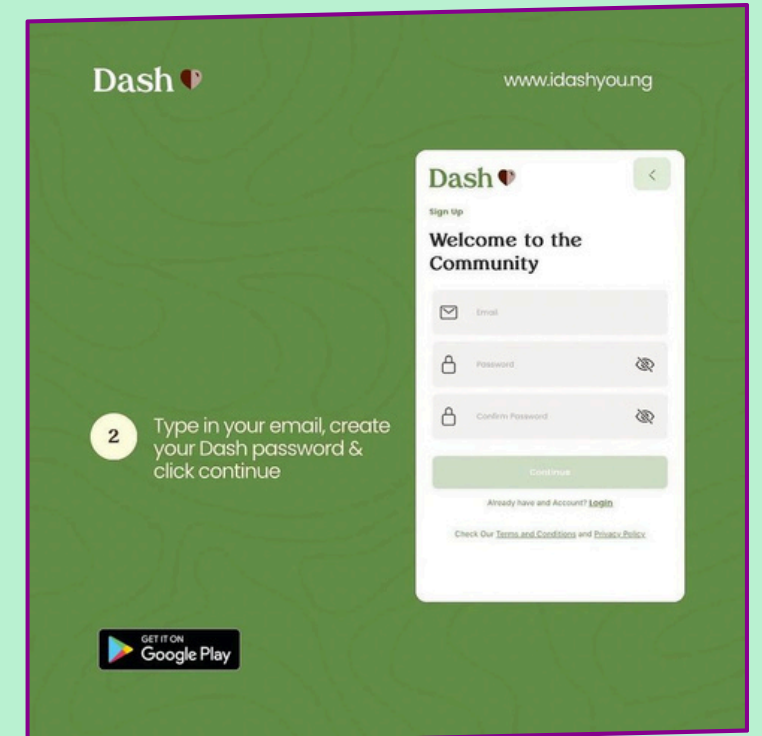
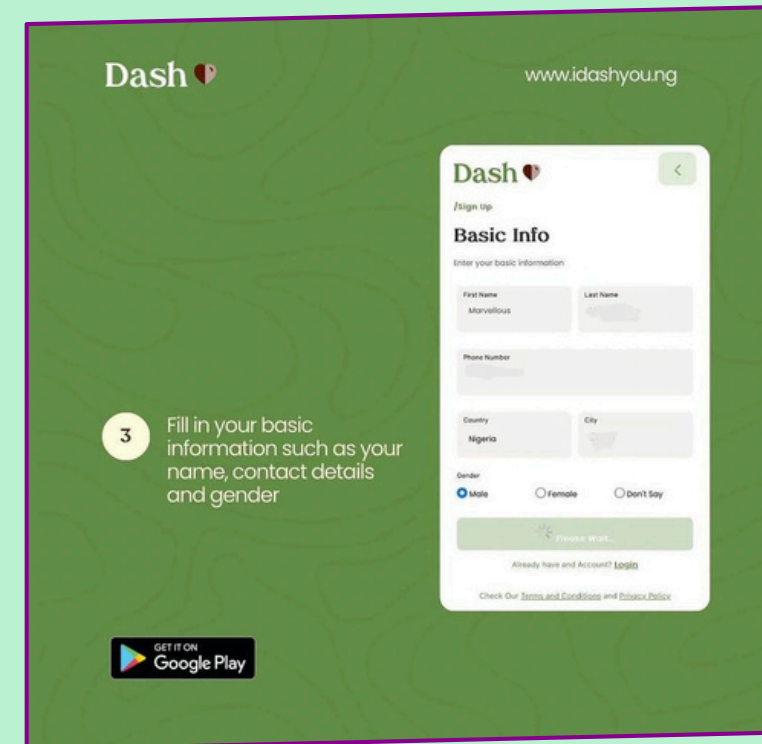
10. TIMELINE AND DELIVERABLES

11. CONCLUSION



THE BACKGROUND

Dash is a revolutionary fundraising app designed to make charitable giving easy, anonymous, and engaging. With a focus on fostering a spirit of generosity, Dash enables users (Dashers) to donate funds to individuals and causes (Dashees) seamlessly. The app also includes features like anonymous donations and raffles to encourage participation.

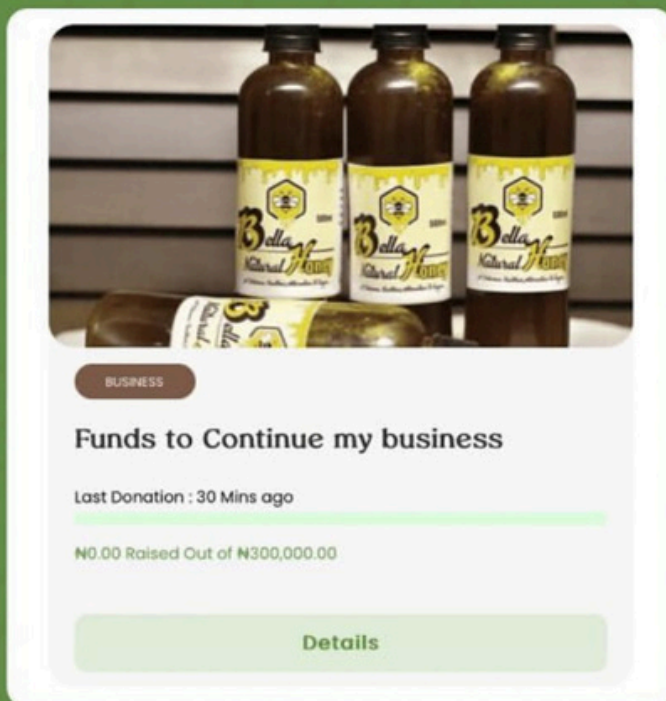


COMPANY GOAL

Our goal is to become the leading fundraising platform in Nigeria, empowering communities to support one another through seamless, anonymous giving, and creating a sustainable ecosystem of philanthropy.

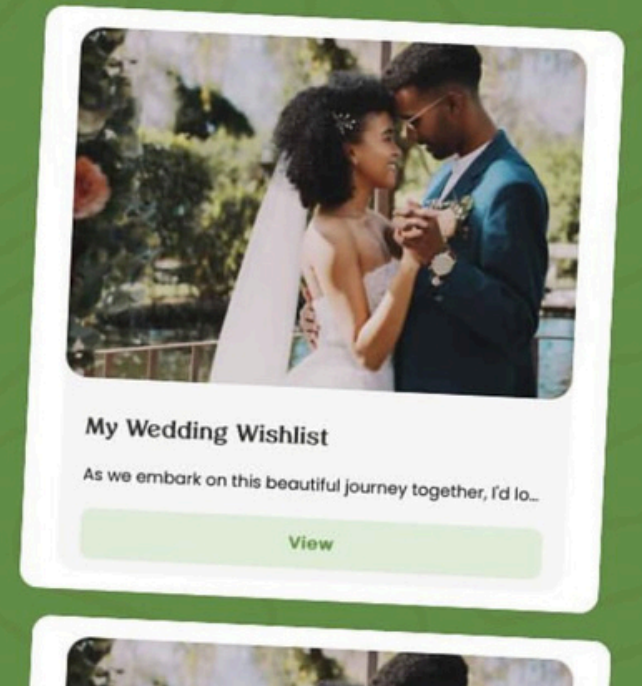
Crowdfund

Raise money for a cause or support a cause with "Dash Crowdfunding"



Create wishlists.

Create personalized wishlist for birthdays, weddings, etc



COMPANY GOAL

Another company goal is to provide a platform where people can create donation causes, acting as a bridge between donors and recipients.

MARKETING OBJECTIVES

INCREASE USER DOWNLOADS AND ACTIVE USER ENGAGEMENT.

BOOST AWARENESS AND USAGE OF THE ANONYMOUS DONATION FEATURE.

DRIVE PARTICIPATION IN THE RAFFLE FEATURE TO ENHANCE USER ENGAGEMENT.

ESTABLISH DASH AS A TRUSTED PLATFORM FOR NGOS, INDIVIDUALS, AND COMMUNITIES.

SET UP A MENTORSHIP PROGRAM



INFLUENCER CHOICE



TUNDE ONAKOYA
CHESSINSLUMS FOUNDER



OSITA POPCORN
FOUNDER OF REBUILD AFRICA
AND PHILANTHROPIST



ASHERKINE
CONTENT CREATOR AND
PHILANTHROPIST



www.idashyou.ng

How to create a Dash account



REPEAT DOWNLOAD RATE

ACHIEVE A 40% REPEAT DOWNLOAD RATE WITHIN THE FIRST SIX MONTHS.

40%

STRATEGY

Enhance user experience through continuous updates, responsive customer support, and regular engagement through push notifications and in-app events.

INCREASE IN RAFFLE FEATURE PARTICIPATION

Dash  www.idashyou.ng

RAFFLE CONTEST

Want a chance to win **Lexus 570**?
Join The Dash Raffle now!

TICKET
• ₦5K •

LX 570

bit.ly/lexusraffledraw







**INCREASE PARTICIPATION IN THE RAFFLE
FEATURE BY 50% BY THE END OF THE YEAR**

STRATEGY

Launch monthly themed raffles with exciting prizes.

Promote raffles through social media, email marketing, and push notifications.

Collaborate with influencers to showcase raffle participation and winners.

DRIVING SALES



REVENUE STREAMS:

Transaction fees on donations
Premium features for NGOs
Sponsored content and events

STRATEGY:

Offer promotional discounts on transaction fees for first-time users.

Introduce subscription plans for NGOs to access premium features.

Partner with local businesses for sponsored raffles and events.

TARGET AUDIENCE



NON GOVERNMENTAL ORGANIZATIONS

Organizations seeking a reliable platform for fundraising.

DASHERS

Individuals looking to donate anonymously or not anonymously.

DASHEES

People and causes in need of financial support.



TIMELINE AND DELIVERABLES (6 MONTHS)

MONTH 1-3

- Finalize promotional video
- Launch awareness campaign on social media and local media.
- Launch multiple monthly themed raffle.
- Partner with local businesses for sponsored content.

MONTH 4-6

- Review and analyze user engagement data.
- Implement feedback-driven app updates.
- Expand marketing efforts to other major Nigerian cities.
- Launch second major promotional campaign featuring success stories.
- Assess annual performance.
- Plan next year's marketing strategies based on insights and feedback.

Dash

