

# WHAT'S NEXT?

WHERE WALLABING CAN GO IN Q2 2021



Wallabing 



App: Live



Brand: Ready



Users: ...



## WALLABING NEARS LAUNCH. NOW, WHAT FUELS YOUR Q2 JOURNEY?

Your app is live; your website is live. Your brand is ready to roll. You've got a market to tackle.

But where are your users? How will you get them? How will they find you?

That's the Q2 journey for Wallabing. You've got the RV rolling, now you've got some travelers to pick up for the ride.

# WHAT GOALS SHOULD YOU AIM TO HIT OR EXCEED?



## SOMETHING TO EXCEED

These goals aren't stopping points. They're simply bare minimum goals. You can (and should) have "stretch" goals that push you even further.



1,000 USERS

You want a good base. A good solid milestone to aim for would be your first 1,000 users in Q2.



50 LOYAL USERS

More importantly, you want loyal users. People who use the app all the time. Let's aim for 50 of these.

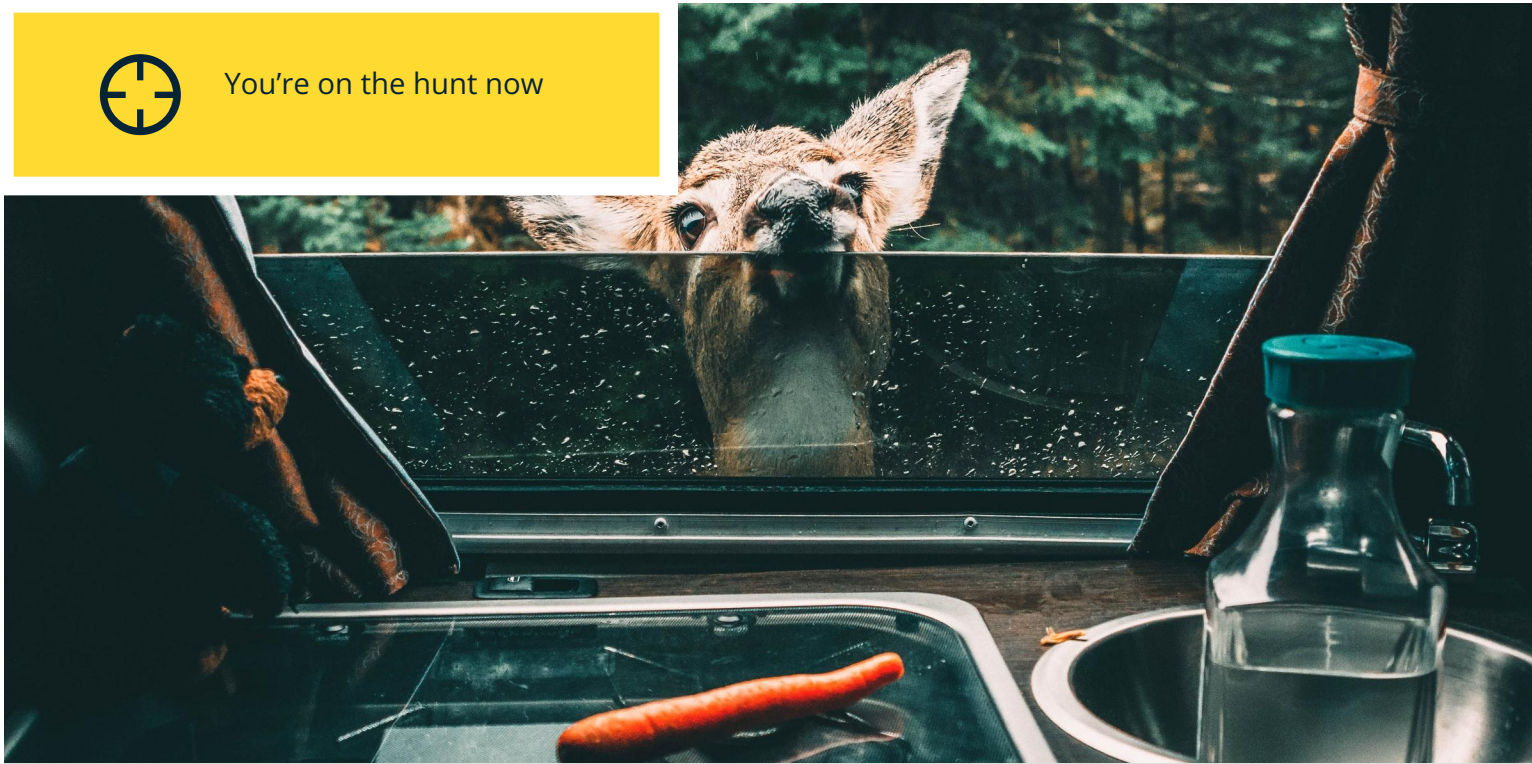


250 OWNERS

As you'll see later, owners are going to be the target for your first phase. Let's get at least 250...quickly.



You're on the hunt now



First thing is first--survival.

It's a fact of life and business that not all endeavors go successfully. Many startups flop. How does Wallabing avoid that fate?

Again, users. But what needs to be done to get enough users to survive?

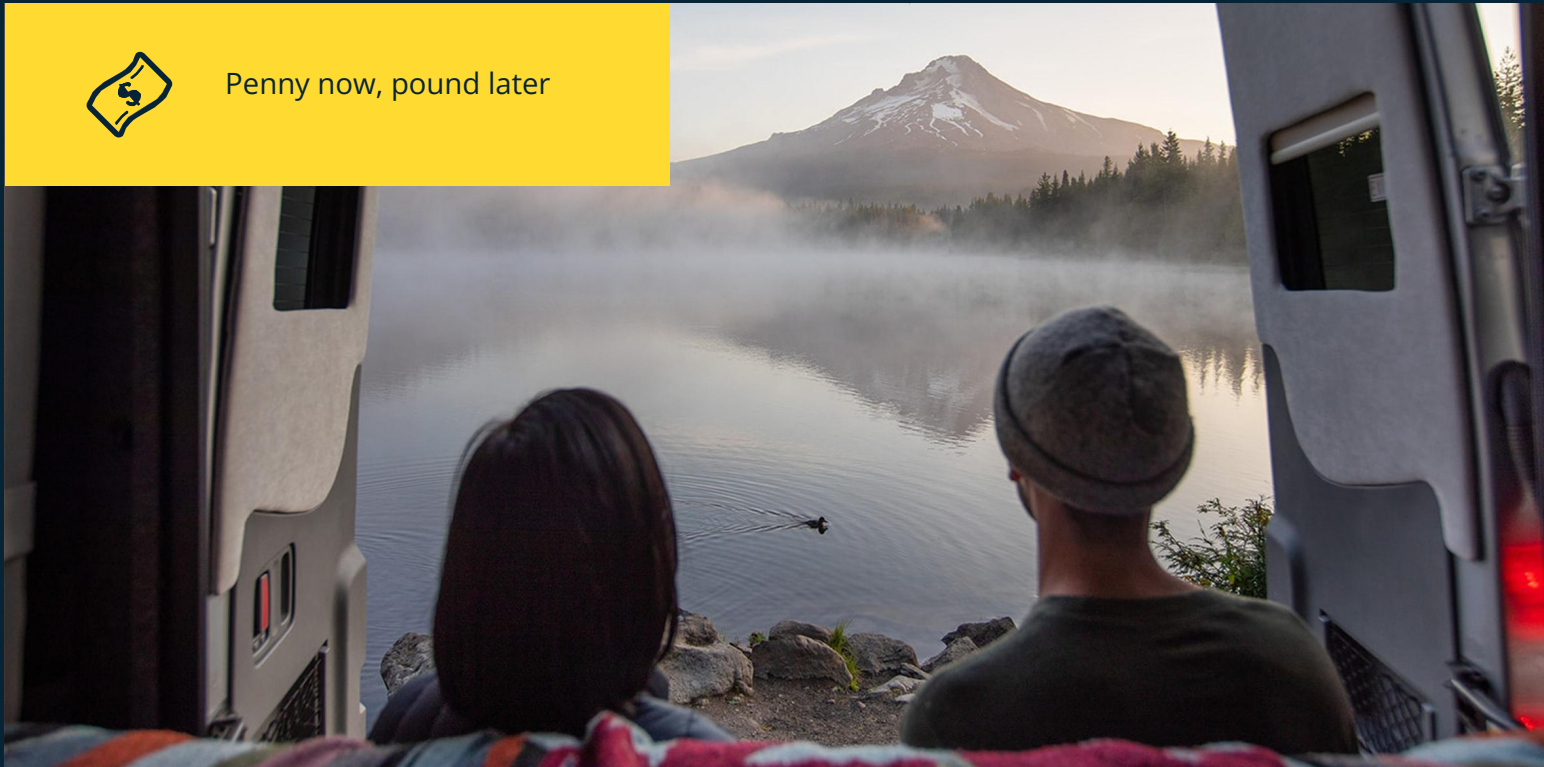
What's the minimum audience needed, and how do you get them?

**SOME THINGS SIMPLY  
MUST BE DONE IN ORDER  
TO SUCCEED.**

Your goal right now isn't grand success. You want to succeed in turning a profit, then you can grow those profits later. Live to earn another day is the motto.



Penny now, pound later



**OTHER THINGS NEED TO  
BE DONE NOW TO SAVE  
TIME & MONEY LATER**

But you can't sacrifice the future for the present. Not entirely. You've got to find a way to cut costs down the line to do future you a favor.

You've also got to ensure that your marketing processes and apparatus are in place, tuned up, and ready to scale alongside your business.

Otherwise, you'll lose the few users you manage to get in the early stages.

Survive, yes. Then, grow. But if you hinder your growth by not making necessary moves now, you may stunt your growth entirely.



We can take the fast lane



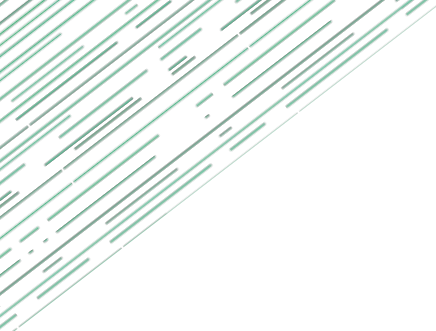
Maybe you don't like to ramp up. Maybe you like to floor it right out of the gate. Well, we're absolutely onboard for that ride.

But we have a feeling you're a little more adventurous than that.

Let's take the handcuffs off. No playing safe allowed. What would it take to leave slow-and-steady in the dust and make Wallabing #1... fast?

**SOME THINGS NEED TO BE  
DONE TO MAKE  
WALLABING #1... FAST.**

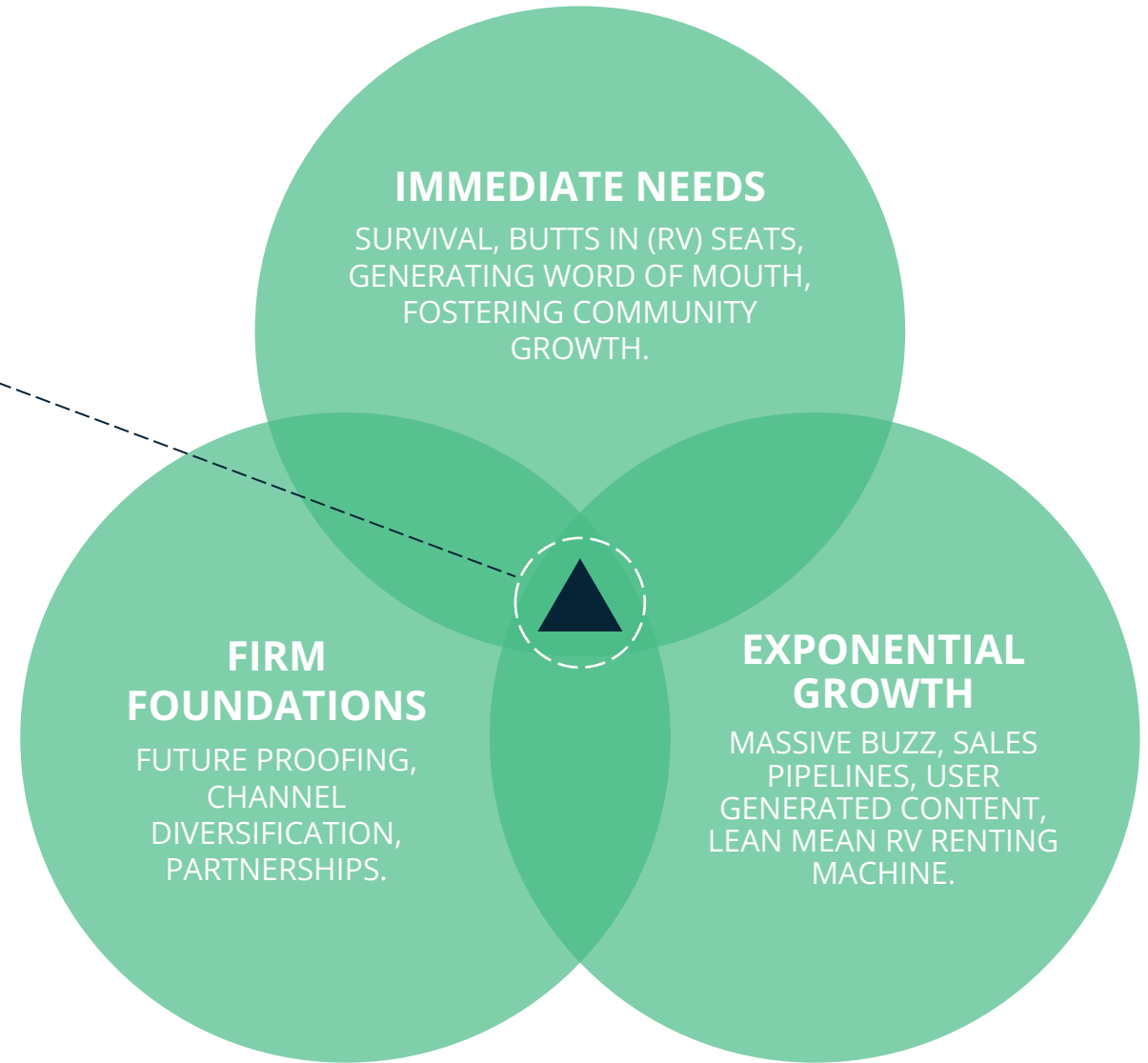
Aim for the stars kind of dreamer? Let's do it. There are some things that you can do now to give you a great shot at catapulting to the front of the line.



**LONG-TERM,  
LASTING SUCCESS**

# **BRINGING ALL THREE PILLARS TOGETHER**

These three pillars, combined, set Wallabing up for the present, future, and far future.



# WHAT'S OUR MARKETING GOALS POST-LAUNCH?

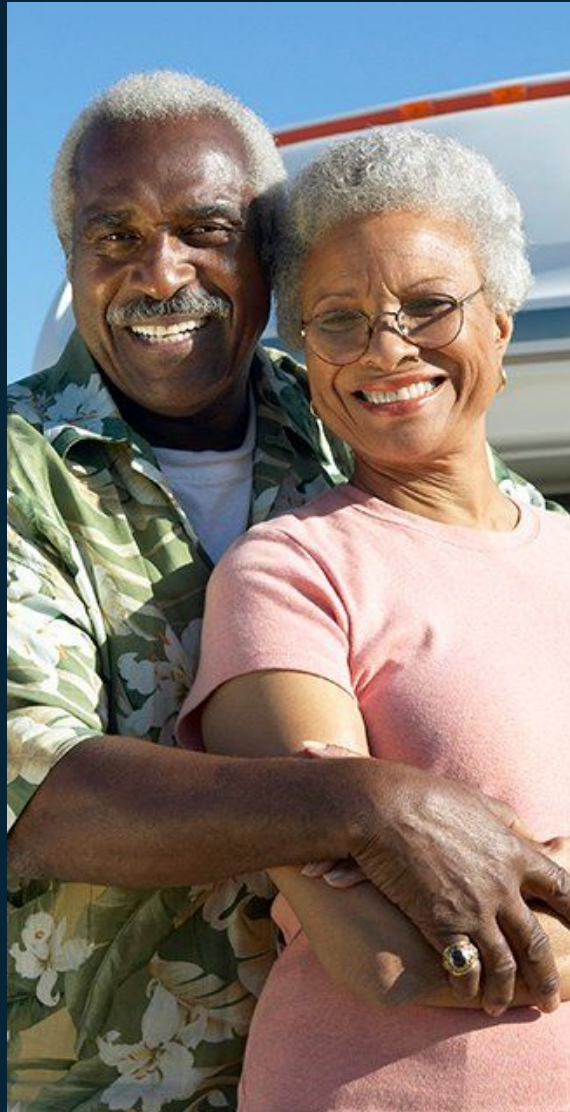
Our goals post-launch start modestly.

- Set Wallabing up for success with collateral and marketing materials
- Penetrate the market
- Set up a marketing flywheel--a nearly set it and forget it model for gaining users
- Create a foundation for greater success



These goals--just a start





## HOW WILL ROGUE MEASURE ITS SUCCESS?

We'll measure our success by Cost Per Lead (CPL)--how much does it cost to sign-up a user.

What kind of user? First, owners.  
Second, renters.

With a new product, we have no baseline--we just want to see a downward trend in CPL. It needs to get cheaper and cheaper to get users, not more expensive.



USERS: Owners

This is the first metric we're focusing on increasing, thus also the most important CPL to monitor.



USERS: Renters

Renters, while important, are not the focus initially. The CPL will be weighted differently here.

# IN ORDER TO SUCCEED...

THE BARE MINIMUM FOR SURVIVAL



Wallabing 

# ... WALLABING URGENTLY NEEDS RV OWNERS ON THE PLATFORM

All marketplace startups face the same problem: chicken vs. egg. Let's call owners the chickens and renters the eggs.

Well, then, it becomes pretty clear that you need chickens first.

Because you don't have time to wait for baby chicks to grow up and lay eggs.



Inventory comes before sales



Chicken and  
the egg



Build & they  
will come



Leverage  
owners'  
networks



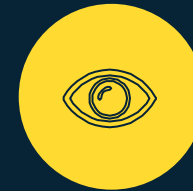
# HOW DOES WALLABING ATTRACT RV OWNERS IN THE FIRST PLACE?

You want owners, well... how do you convince them to rent out their RV with Wallabing?



TRUST

Bottom line: you are more willing to work with who you trust



FAMILIARITY

Hearing something enough times can make it inevitable



COMPARISON

If they're sold on the idea already, it comes down to competition



BRAND

If your brand aligns with the values of your audience, you win

# TO SAVE TIME & MONEY LATER...

OUNCE OF PREVENTION VS. POUNDS OF CURE



Wallabing 

# ... WALLABING MUST HAVE EVERYTHING FIGURED OUT

Uncertain processes, inconsistent services, disjointed alignment... These will suck the business dry of time and money.

Slowly, at first. But it'll add up over time.

Wallabing must get its house in order, on a firm foundation, before the party fully arrives. Or else you'll be doing renovations with a home full of guests.



Marketing  
System



Marketing  
Automation



Marketing  
Support

You've got the endzone painted, now you just need to  
build the stadium



# WHAT IS CONSIDERED “IT ALL” & HOW DO WE “FIGURE” IT OUT?

Let's define the priorities of what needs to be buttoned up.



MARKETING  
TECH STACK

What technology are you using and how does it all cooperate?



AUTOMATION

What marketing processes need to be automated? How will they be implemented?



SEGMENTATION

Who is who, how do they need to be handled, and how do we know?



TONE

We have a brand voice. How do we communicate it (e.g. in customer service)?

# TO MAKE WALLABING #1...

THE WINNERS' CIRCLE MUSTS



Wallabing 



# ... WALLABING MUST BECOME A HOUSEHOLD NAME... NOW

Of course, no one said you have to become a household name in EVERY house.

But we need as many houses speaking the Wallabing gospel.

That means exposure, cultivation, engagement, and brand reach... it's a lot. Ready to roll up your sleeves?



Exposure



Community



Amplify

It takes an average of SEVEN (!) impressions of a brand for an individual to take an action with that brand



# WHAT AUDIENCE GROWTH TACTIC IS RIGHT FOR WALLABING?

How you reach potential users is as important as how many potential users you reach.



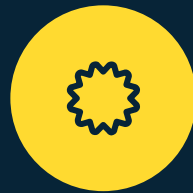
ON BRAND

Wallabing has a brand, and it differentiates them. We can't step out of bounds.



FUN

RVing is fun, so the marketing efforts need to align with the same spirit.



AUTHENTIC

If it feels forced, it won't work. That's true for Wallabing, and really, any brand.



TARGETED

A scattershot approach won't work. There needs to be an intended audience.

# SO... HOW DO YOU DO THIS?

TO HIT A TARGET, YOU NEED A BOW AND ARROW

Wallabing 

# REGION SEGMENTATION-- A TEXAS-FIRST APPROACH

You know we can't win everywhere all at once. Peer-to-peer platforms succeed when they segment their audience acquisition strategy. All signs point to regional segmenting for Wallabing.

What better place to start than its backyard? Based on competitor research, it's second only to California for RV rentals.

Our efforts will be centered around winning the Lone Star State first and foremost.



# WHAT IS WALLABING'S 80-15-5?

When you work with Rogue Marketing and utilize the powerful tool of paid media, you'll be quickly introduced to these three numbers: 80, 15 and 5.

Once you understand and buy into the thinking behind them, you'll greatly benefit from engaging with an agency that can guide you through the best and most-right channels that can help you achieve optimized results.

The thinking goes like this.



80

This is the largest percentage of focus, and it's on proven tactics to get you necessary wins in your space. The tried-and-true stuff.



15

This is the second tier of focus, and it's centered around the things that maybe could bear fruit, they just need the right special sauce and some tests.









5

This is rogue territory--our favorite. Unproven territory. Emerging channels. Risky but high reward. We mitigate your risk exposure by only giving this 5% of the focus.

# WHAT'S BEST IN CLASS FOR MARKETPLACES?

- Review acquisition
- Community management
- Cart abandonment
- Remarketing
- Influencer program
- Customer support
- Message/chat integration
- CRM
- Partner program
- Automated notifications (rent/list/checklist)
- Social proof / badges

Rank	Company	HQ	Categories	YoY Change	Website
3	 vacasa	Portland, OR	Travel	↑ 6	<a href="#">Vacasa</a>
11	<b>Outdoorsy</b>	Austin, TX	Travel	↑ 17	<a href="#">Outdoorsy</a>
14	<b>RVshare</b>	Akron, OH	Travel	↑ 21	<a href="#">RVshare</a>
40	<b>HIPCAMP</b>	San Francisco, CA	Travel	↑ 33	<a href="#">Hipcamp</a>
67	 GlampingHub	San Francisco, CA	Travel	<b>NEW</b>	<a href="#">Glamping Hub</a>
68	 HARVEST HOSTS	Vail, CO	Travel	<b>NEW</b>	<a href="#">Harvest Hosts</a>
74	 FlightHub	Montreal, Canada	Travel	↓ 12	<a href="#">FlightHub</a>
77	<b>tourradar™</b>	Vienna, Austria	Travel	↓ 35	<a href="#">TourRadar</a>
87	 boatsetter	Fort Lauderdale, FL	Travel	↓ 11	<a href="#">Boatsetter</a>
89	 TENTRR	New York, NY	Travel	<b>NEW</b>	<a href="#">Tentrr</a>

We analyzed The a16z Marketplace 100 for Travel. What did they offer that would appeal to renters vs. owners? What of those were absolutely non-negotiable for Wallabing to emulate?

# WHAT ARE YOUR MARKETING SYSTEM NEEDS?

- Landing Page
- Technology Integration
- Website Optimization
- Analytic Baseline
- Field Marketing
- Competitive Audit
- Channel Analysis
- Service Prioritization
- Sales Enhancement Tools
- Content
- Creative
- Automation
- Buyers Journeys
- Social



A combination of Rogue's Rapid Foundation and Sales Enablement would be perfect for Wallabing's first 90 days post-launch. This would give you a rock solid Marketing System base.

# WE CAN'T STOP THINKING ABOUT YOU, WALLABING

We've been dreaming alongside Wallabing for a while now. We love the brand, we've helped it get its legs, and now we want to see it fly.

We took an extra step recently. At times, we have a massive brainstorming session with the entire Rogue team.

Well, guess who was the star of the show of our most recent session?



Our Powers,  
Combined



We Love  
Wallabing



Brain Power  
on Your Side

Our topic: how to make Wallabing #1





# HOW DID WE SELECT THE FOLLOWING IDEAS OUT OF THE MANY, MANY, MANY OPTIONS?



ON BRAND

If it wasn't on brand, and we've talked about how vital that is to Wallabing, then we tossed it.



FEASIBLE

While our brainstorming didn't limit things to "possible"--we encouraged big ideas--we culled anything far fetched after gathering all insights.



BOLD

We didn't come up with any small ideas for this exercise, but if it turned out to be tiny, we excluded it from the following page.

# THE BEST, PUT TO THE TEST

YIELD VS. DIFFICULTY	EASY	DOABLE	DIFFICULT	HARD
MAX YIELD	Geofencing	TikTok & TikTok influencers	Individualized PR Outreach	Scott Brady / High Level PR Outreach
HIGH YIELD	Google Retargeting Display Ads	Manual Social/Community Engagement	RV Blog Outreach	RV Podcast Outreach
MID YIELD	RV Blog Creation	Referral Program	Dealership Partnerships	Brand Ambassadors



IT'S ALREADY  
BUILT



TOP OF MIND



PROVIDE VALUE



# BUILDING A LOYAL ONLINE COMMUNITY FOR WALLABING

Every great brand has a great community.

In fact, large and effective communities can attract new users. The brand grows. Then, the community grows. It's a beautiful cycle.

We see tremendous value in growing the community behind Wallabing. Here's how.

WALLABING  
FACEBOOK PAGE

# BUILDING A COMMUNITY: PRIORITIZING EFFORTS

YIELD VS. DIFFICULTY	EASY	DOABLE	DIFFICULT	HARD
MAX YIELD	Facebook Ad Targeting	Facebook Group Creation	Facebook Group Outreach	Message Board Outreach
HIGH YIELD	Instagram Ad Targeting	Instagram Influencers	TikTok Influencers	Original Instagram Content Creation
MID YIELD	Pinterest Ad Targeting	Original Pinterest Creation	Instagram Outreach	Message Board Creation



# WHAT ABOUT ADS? WHO, WHAT, WHEN, WHERE & HOW?



WHO

Who is Wallabing's ideal user. A low Cost Per Acquisition for a low-value user is not as valuable as a higher CPA for a higher-value user.



WHAT

What's the ad? What's the angle? What will resonate with Wallabing's ideal users, and what does that look like?



WHEN

When do these ads roll out, when do people see them, and when will they interact with them to take action?

# WEIGHING PAID MEDIA POSSIBILITIES

YIELD VS. DIFFICULTY	EASY	DOABLE	DIFFICULT	HARD
MAX YIELD	Geofencing	iOS App Store Sponsored Listings	TikTok Influencers	Celebrity Influencers
HIGH YIELD	Retargeting Google Display Ads	Facebook Ad Targeting	Radio Ad	TV ad
MID YIELD	Instagram Ad Retargeting	Magazine Ad	Podcast Ad	Streaming Ad

# THE ROAD MAP FOR Q2 2021

ROGUE'S SELECTIONS FOR WALLABING'S FIRST POST-LAUNCH QUARTER





## WHAT ALL WILL BE DONE IN THIS PLAN FOR WALLABING?

We took the best of the best to form the plan for Wallabing.

It's the synthesis of our ideas, distilled by weighing effort vs yield, and prioritized for the immediate future of the platform and brand.

Let's take a look at the masterlist on the right. Don't worry--we'll break it down in a moment.

### THE BEST ROADS TO TRAVEL. CHOOSE SOME (OR ALL)!

You can certainly pick a la carte, but we do recommend a full suite.

- Geofencing
- Community Engagement
- TikTok Influencers
- iOS App Store Sponsored Listings
- Facebook Ad Targeting/Retargeting
- Google Retargeting Display Ads
- RV Blog Outreach
- RV Blog Creation
- Referral Program Proposal
- Individualized PR Outreach
- Facebook Group Creation
- Facebook Group Outreach
- Message Board Outreach
- Instagram Retargeting
- Instagram Influencers
- Customer Service Scripts
- Marketing Automation





# YOUR MUST-HAVE MARKETING TECH STACK

- Search Engine Optimization
- Review acquisition
- Community management
- Cart abandonment
- Remarketing
- Influencer program
- Customer support scripts
- Message/chat integration
- CRM Optimization
- Partner program
- Automated notifications (rent/list/checklist)
- Social proof / badges

Based on our analysis of The a16z Marketplace 100 for Travel, along with our research on P2P marketplace success, there are certain things you simply must have in your marketing stack.



LET'S GET DOWN...

... TO NUTS & BOLTS



# BUT HOW WILL WE EXECUTE THESE IDEAS FOR WALLABING?

When it all comes down to where the rubber meets the road, all of the ideas and plans in the world amount to a few nuts and bolts.

How much time will be spent, how much money will be spent, and over what period of time will both be spent?

Essentially, it comes down to Hours, Cost & Timeframe. Let's take a look.



# THE WALLABING GRAND RE-OPENING

What's the look and feel of this launch? What flavor will the ads take on, what messaging will be central?

Well, it's a grand re-opening. For one, the platform has launched but will more broadly be announced as "launched." More importantly, the country is opening back up.

People are ready to get out and seek adventure. Wallabing will help them celebrate Summer 2021's Grand Re-Opening.



# WHAT QUESTIONS DO YOU HAVE?

THANK YOU!

Wallabing 

# APPENDIX

SHOWING OUR MATH



# APPENDIX

## **What's Next Proposal - Q2 2021 Launch**

<https://docs.google.com/spreadsheets/d/1BshdXl5cnXa1oqnjvLOdUsbly3mMvuRrxu8-DfhcQaQ/edit?usp=sharing>

## **Launch Research 2020**

[https://docs.google.com/presentation/d/1YmnkWWGIf2N5qAYO9Mpg6xYLEO1mw\\_x1yX\\_4YKnS\\_ynE/edit?usp=sharing](https://docs.google.com/presentation/d/1YmnkWWGIf2N5qAYO9Mpg6xYLEO1mw_x1yX_4YKnS_ynE/edit?usp=sharing)