

Earn attention by reducing friction.

A focused, trust-first go-to-market plan for TinyStride—built around a measurable routine win, not broad “wellness” claims.

Recommendation: improve the prior marketing roadmap by narrowing the first audience, sequencing channels, defining activation and retention before growth, and setting a weekly decision cadence. Do not rely on broad influencer counts, unaudited CAC, or claims that could imply clinical treatment.

Positioning

For neurodivergent adults and caregivers who find conventional planners overwhelming, TinyStride makes daily routines easier to start and easier to return to. It pairs small, stackable actions with an optional calm visual environment and consented caregiver support. The brand promise is practical: less friction, more repeatable routines.

Primary beachhead

Adults with executive-function friction who already seek lightweight routine tools. Their feedback makes fast product learning possible and avoids conflating the adult and child buying journeys.

Second beachhead

Caregivers of school-age children seeking home-routine support. Use parent-facing messaging, explicit consent, and adult-controlled purchases; never market pressure to children.

Message guardrails

- Say “support routines,” “reduce friction,” and “build consistency”; do not say diagnose, treat, cure, or guarantee outcomes.
- Feature lived experience with permission and compensation; label sponsored content clearly.
- Lead with the routine win before Bunny Park. Gamification is reinforcement, not the central promise.
- Keep practitioner messaging separate until pilots demonstrate a real workflow and data boundary.

One funnel, one scorecard

Define the learning loop

Stage	Definition	Leading metric	Decision threshold
Qualified visit	Visitor reaches an audience-specific landing page.	Landing-page conversion	Improve message if <15% to email or install intent.
Activation	User creates one routine, completes a first check-in, and returns within 24 hours.	Activated installs / installs	Do not scale paid traffic until target cohort reaches 40%+.
Retention	Activated user checks in during the defined D7/D14 window.	Cohort D7 and D14	Prioritize product/onboarding if D14 <30%.
Revenue	Adult account starts paid plan after receiving core value.	Trial-to-paid and refund rate	Evaluate payback only on observed cohorts.

Channel sequence

1. Owned demand: launch first

Two landing pages, a 7-day Tiny Routine Challenge, email onboarding, and a library of practical templates/printables. Build SEO around specific problems and resources, not generic high-volume terms.

2. Trusted creators: test second

Recruit 6-10 small, lived-experience creators. Give each one a unique landing page and code. Measure activated users and D14 retention—not views alone. Renew only the creators who create qualified cohorts.

3. Community: contribute, do not extract

Offer routines, Q&A sessions, and useful downloads in communities where participation is allowed. Do not astroturf, scrape, or treat support groups as an ad inventory.

4. Practitioner pilots: prove last

Offer a clearly scoped adult-facing referral/pilot workflow to 3-5 practices. Success is workflow adoption and consented referrals—not a premature enterprise sales forecast.

Stop rule: a channel is paused after two cohorts fail activation or D14 thresholds. “Awareness” is not a reason to continue an unmeasured spend.

Prove what compounds

Period	Objective	Work	Output
Days 0-30	Establish baseline	Instrument funnel; create adult and caregiver landing pages; conduct 15 interviews; publish 3 useful routine resources.	Metric dictionary, message bank, onboarding baseline, consented feedback themes.
Days 31-60	Test channel-message fit	Run 2 creator cohorts and 2 content/SEO experiments; test email sequence; publish the challenge.	Channel comparison by activated user, D14, paid starts, and support burden.
Days 61-90	Concentrate and refine	Scale one winning source modestly; add referral loop; begin 3-5 practitioner discovery pilots.	Quarter plan with budget only for channels meeting the scorecard.

Weekly growth review

Review every Monday

- New users by source and audience
- Activation, D7, D14, paid starts, refunds
- CAC and payback with assumptions shown
- Top user objections and support contacts

Make one decision

- Double down: clear cohort quality
- Iterate: strong intent, weak activation
- Pause: weak qualified cohorts twice
- Research: conflicting signals or privacy concern

Marketing assets to build

Audience-specific landing pages; first-routine onboarding; 7-day challenge; printable routine kit; creator brief and disclosure template; lightweight case-study consent form; referral landing pages; product claim checklist; source-attributed dashboard.

North star: TinyStride grows when people finish a small routine, experience a calmer return path, and feel safe recommending it to someone they trust.