



Bangkok + Singapore GTM Playbook

v7.8 FINAL · April 2026 · Confidential – Investor Use Only

Experiential Dating App · Offline-First Acquisition · Dual Revenue: Spark Packs + Booking Commission

One unified bottom-up model · All numbers derived from explicit assumptions

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01

Executive Summary

What SPARK is, why now, and what the model says

What is SPARK? SPARK is a Bangkok-based experiential dating app that pairs offline social events with an AI-powered matching layer. Users buy **Spark Packs** (in-app credits, ~\$12/pack) to unlock curated matches from events they attend. Confirmed matches can book follow-up experiences via **Hungry Hub** (SPARK earns 5% effective commission on each booking).

Why now? Thailand's dating app market is under-served by global incumbents (Tinder, Bumble) who offer no offline dimension. Bangkok's 1.28M singles aged 25–45 represent a digitally active demographic with strong participation in social and dining experiences — and the post-COVID social rebound is still accelerating.

Three Scenarios — All Numbers Derived From Explicit Inputs

Metric	Conservative	Base	Aggressive
Installs	5,000	10,000	20,000
Activated users	1,500	1,800	3,600
Chatters	600	900	2,088
Bookers	60	180	626
Spark buyers	150	270	720
Pack price	\$10	\$12	\$15
Spark revenue	\$2,250	\$6,480	\$27,000
Booking revenue	\$75	\$225	\$782
Total revenue	\$2,325	\$6,705	\$27,782
Month-1 ARPU (launch)	\$1.55	\$3.73	\$7.72

Month-1 ARPU (launch stage, derived): \$3.73/user/month — this is the model output for Month 1 only, not a steady-state figure. Future ARPU target (12–24 months): \$10–\$15/user/month as Spark adoption grows (10% → 20%) and direct venue partnerships increase the take rate to 7%. Base case pack price: \$12. Range: \$10–\$15.

★ *Spark revenue (\$6,480/month base) is the PRIMARY stream — ~29x larger than booking commission (\$225/month) (\$6,480 ÷ \$225 = 28.8x). This is by design: users buy Sparks to create matches that lead to bookings.*

02

Revenue Flywheel

How offline events, Spark Packs, and booking commissions reinforce each other

SPARK's business model creates a self-reinforcing loop:

Step	Action	Revenue Event
1	User attends SPARK offline event (free or ticketed)	Event ticket (future)
2	App shows curated matches from the event	—
3	User buys Spark Pack to unlock match details	Spark Rev: \$12/pack (~420 THB)
4	Match confirmed → app suggests Hungry Hub experience	—
5	Couple books experience via Hungry Hub	Booking Rev: 5% of \$25 = \$1.25
6	Positive experience → user attends next event	Retention loop

Why Spark Packs dominate early revenue: At launch, the booking pipeline is thin (180 bookers/month base). Spark Pack sales (270 buyers × 2 packs × \$12 = \$6,480/month) provide the majority of revenue from day one. As the booking pipeline matures, commission revenue grows alongside it.

Revenue Split — All Three Scenarios (Month 1)

Stream	Conservative	Base	Aggressive
Spark buyers	150	270	720
× Packs/buyer	1.5	2.0	2.5
× Pack price	\$10	\$12	\$15
= Spark revenue	\$2,250	\$6,480	\$27,000
Booking revenue	\$75	\$225	\$782
Total revenue	\$2,325	\$6,705	\$27,782
ARPU (÷ activated users)	\$1.55	\$3.73	\$7.72

03

Monetisation Model

All inputs explicit. All outputs derived. Single source of truth.

Step 1 — Funnel (Activated → Chatters → Bookers)

Activated user = completed onboarding profile. Chat-start rate = % of activated users who send ≥ 1 chat. Chat→Booking CVR = % of chatters who book a venue. SPARK chats are post-intent (Spark already purchased), justifying 10–30% CVR.

Input / Step	Conservative	Base	Aggressive
Installs	5,000	10,000	20,000
Activation rate	30%	18%	18%
→ Activated users	1,500	1,800	3,600
Chat-start rate	40%	50%	58%
→ Chatters	600	900	2,088
Chat→Booking CVR	10%	20%	30%
→ Bookers	60	180	626
Activated→Booking %*	4.0%	10.0%	17.4%

* Derived output — not an input assumption.

Step 2 — Revenue Calculation (per scenario, own denominator)

Revenue Step	Conservative	Base	Aggressive
Activated users	1,500	1,800	3,600
Spark buyer %	10%	15%	20%
→ Spark buyers	150	270	720
Pack price	\$10	\$12	\$15
Packs/buyer/month	1.5	2.0	2.5
→ Spark revenue	\$2,250	\$6,480	\$27,000
Bookers	60	180	626
× Avg booking value	\$25	\$25	\$25
× Take rate	5%	5%	5%
→ Booking revenue	\$75	\$225	\$782

Revenue Step	Conservative	Base	Aggressive
→ Total revenue	\$2,325	\$6,705	\$27,782

Step 3 — Blended ARPU (Total Revenue ÷ Activated Users)

Scenario	Total Revenue	÷ Activated	= Month-1 ARPU	Churn (M4+)	LTV
Conservative	\$2,325	1,500	\$1.55	12%	\$12.92
Base	\$6,705	1,800	\$3.73	12%	\$31.08
Aggressive	\$27,782	3,600	\$7.72	12%	\$64.33

★ Base: 270 Spark buyers × 2.0 packs × \$12 = \$6,480 Spark revenue. Aggressive: 720 buyers × 2.5 packs × \$15 = \$27,000. No n/a entries — every cell is fully derived from its own scenario inputs.

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Market Opportunity

Sourced from DataReportal Digital 2026 and Business of Apps

Thailand Digital Landscape (DataReportal Digital 2026 Thailand, Oct 2025)

Metric	Value	Date
Total Population	71.6 million	Oct 2025
Internet Users	67.8 million (94.7%)	Oct 2025
Social Media Users	56.6 million (79.1%)	Oct 2025
LINE Monthly Active Users	56 million (78.2%)	Late 2025
Facebook Ad Reach	51.5 million (71.9%)	Late 2025
TikTok Ad Reach (18+)	56.6 million (96.3% of adults)	Late 2025
Instagram Ad Reach	20.6 million (28.7%)	Late 2025
Median Age	40.6 years	End 2025

Source: DataReportal Digital 2026 Thailand — datareportal.com/reports/digital-2026-thailand

Singapore Digital Landscape (DataReportal Digital 2026 Singapore, Oct 2025)

Metric	Value	Date
Total Population	5.88 million	Oct 2025
Internet Users	5.78 million (98.4%)	Oct 2025
Instagram Ad Reach	3.35 million	Late 2025
TikTok Ad Reach (18+)	3.80 million (75.4% of adults)	Late 2025
LinkedIn Members	3.8 million	Late 2025
Median Age	36.2 years	End 2025

Source: DataReportal Digital 2026 Singapore — datareportal.com/reports/digital-2026-singapore

Global Dating App Market

The global online dating market generated approximately \$9.5 billion in revenue in 2024, with ~300 million downloads globally (Business of Apps / Sensor Tower, Jan 2026). Match Group generated \$3.49B in FY2025. Bumble Inc. generated \$1.052B in FY2023.

ASSUMPTION — Thailand online dating market: ~\$85M–\$100M (derived from population × global ARPU proxy; Statista paywalled — purchase subscription to verify). ASSUMPTION — SEA online dating market: ~\$600M–\$800M (regional proxy from global ARPU × SEA singles population; no primary source without Statista).

05

TAM / SAM / SOM

Bottom-up model with explicit formulas. ARPU derived from monetisation model — not benchmarked.

Level	Definition	Value	Formula / Source
TAM	Global online dating revenue	~\$9.5B (2024)	Business of Apps / Sensor Tower, Jan 2026
SAM	SEA online dating market	~\$600–800M	Model estimate: global ARPU × SEA singles population
SOM Year 1	Bangkok premium singles	\$0.1M	Bottom-up: see formula below

SOM Bottom-Up Formula (Bangkok Year 1):

Input	Value	Source / Rationale
Bangkok population	10.7 million	World Population Review 2025
Adults aged 25–45	3.2 million (30%)	Model estimate — SPARK target demographic
Single adults (25–45)	1.28 million (40% single rate)	Model estimate — Thai marriage rate proxy
Smartphone + dating app open	448,000 (35% of singles)	Model estimate — Thailand app penetration
Reachable via SPARK channels	67,200 (15% of above)	Model estimate — channel reach estimate
Year 1 target (Base)	10,000 users (14.9% of reachable)	SPARK internal target
Year 1 target (Aggressive)	20,000 users (BKK + SG)	SPARK internal target

SOM Revenue Calculation (model-derived ARPU):

Metric	Value	Derivation
Activated users (base)	1,800	18% of 10,000 installs
Blended ARPU (derived)	\$3.73/user/month	From monetisation model — NOT benchmarked
Monthly revenue (base)	\$6,705	1,800 activated users × \$3.73 ARPU
Annual revenue (base)	\$80,460	\$3.73 × 1,800 × 12
Future ARPU target (12–24 months)	\$10–\$15/user/month	As Spark adoption + direct venues grow
Future annual revenue potential	\$1.2M–\$1.8M	At \$10–\$15 ARPU × 10,000 users × 12

★ Launch ARPU = \$3.73/user/month (derived). Future target = \$10–\$15/user/month (12–24 months). The \$25 ARPPU benchmark from subscription apps (Tinder/Bumble) does NOT apply — SPARK monetises via pack credits and commissions, not subscriptions.

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Assumptions Register

Every assumption labelled. Confidence and sensitivity rated. No hidden inputs.

Glossary

Term	Definition
Activated User	Completed onboarding profile (not just installed). Chatters are a subset of activated users.
CAC	Total blended spend ÷ incremental ACTIVATED users (not installs)
LTV	ARPU ÷ Monthly Churn Rate (churn assumption shown explicitly)
ARPU	Average Revenue Per User per month (all users, paying and free) — derived from model
Chat-start Rate	% of activated users (completed profile) who then send ≥1 chat message
Chat→Booking CVR	% of chatters who complete ≥1 experience booking
Effective Take Rate	SPARK net commission: HH ~10% gross × SPARK 50% share = 5% effective
D30 Retention	% of users still active 30 days after first app open
PMF Gate	D30 retention ≥ 15% AND Chat→Booking CVR ≥ 5%

Key Assumptions Table (v7.8 — model-consistent)

Assumption	Conservative	Base	Aggressive	Source / Rationale
Bangkok singles 25–45	1.28M	1.28M	1.28M	Population × 30% × 40% single rate
Dating app open rate	35%	35%	35%	Model estimate — Thailand app penetration
Activation rate	30%	18%	18%	Conservative assumes smaller install base but higher quality
Chat-start rate	40%	50%	58%	Model estimate — % of activated who send ≥1 chat
Chat→Booking CVR	10%	20%	30%	Model estimate — SPARK chats are post-intent
Spark buyer %	10%	15%	20%	Model estimate — primarily male-driven
Spark pack price	\$10	\$12	\$15	Model estimate — 300/420/525 THB at launch
Packs per buyer/month	1.5	2.0	2.5	Model estimate — varies by scenario
Avg booking value	\$25	\$25	\$25	Model estimate — HH mid-tier
Effective take rate	5%	5%	5%	HH ~10% × 50% share
Monthly churn (M4+)	12%	12%	12%	Front-loaded: M1=40%, M2=30%, M3=20%, M4+=12%
D30 retention target	15%	15%	20%	PMF gate; above BoA 7% benchmark

Assumption	Conservative	Base	Aggressive	Source / Rationale
Blended CAC	\$34	\$34	\$34	Paid + organic blended
Singapore PMF gate	Jul 1, 2026	Jul 1, 2026	Jul 1, 2026	Conditional on Bangkok PMF criteria

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Competitive Landscape

SEC filings and public earnings only. SPARK row uses v7.8 model-derived figures.

All competitor metrics are sourced from primary company filings (SEC 10-K, quarterly supplements). Where data is not disclosed, this is explicitly stated. No estimates are presented as facts.

Company	Revenue (Latest)	Paying Users	ARPPU/RPP	Source
Match Group (Total)	\$3.49B (FY2025)	13.8M (Q4 2025)	\$20.72/mo RPP	MG Q4 2025 Suppl.
Tinder	\$1.99B (FY2025)	8.8M (Q4 2025)	\$17.63/mo RPP	MG Q4 2025 Suppl.
Hinge	\$186.5M (Q4 2025)	Not disclosed	Not disclosed	MG Q4 2025 Suppl.
Bumble App	\$844.8M (FY2023)	2.55M (FY2023)	\$27.55/mo (FY2023)	Bumble 2023 10-K (SEC)
Tantan (Hello Group)	\$239M (FY2023)	1.2M (Q4 2023)	Not disclosed	Hello Group Q4 2023
Paktor	Private — unknown	Unknown	Unknown	No public filings
Lunch Actually	Private — unknown	Unknown	Unknown	No public filings
SPARK (Base Case)	Pre-revenue (Apr 2026) Target: \$6,705/month	Target: 270 Spark buyers + 180 bookers	Launch ARPU: \$3.73 (derived from model) Future: \$10–\$15	SPARK model v7.8 (bottom-up)

Why SPARK's ARPU differs from competitors: Tinder/Bumble/Hinge monetise via subscriptions (\$17–\$28/month per paying user). SPARK monetises via Spark pack credits (~\$12/pack) and booking commissions (5% effective). Launch ARPU of \$3.73 is derived from the funnel model — it is NOT a subscription ARPPU and should not be compared to Tinder's \$17.63.

Source: Match Group Q4 2025 Supplemental (ir.mtch.com); Bumble 2023 10-K (SEC CIK 1830043); Bumble Q3 2025 Supplement (ir.bumble.com). SPARK figures are model assumptions.

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Category Benchmarks

Retention, uninstall, CPI — sourced from Adjust, AppsFlyer, Business of Apps

Retention & Engagement Benchmarks

Metric	Value	Source	Date
Dating app overall retention (2024)	3.3%	Business of Apps Dating Benchmarks	Jan 2026
Activation Rate — Day 1	25%	Business of Apps Dating Benchmarks	Jan 2026
Activation Rate — Day 30	7%	Business of Apps Dating Benchmarks	Jan 2026
Monthly subscription churn	<5% still active at 12 months	Business of Apps Dating Benchmarks	Jan 2026
Active user time per day	80 minutes	Business of Apps Dating Benchmarks	Jan 2026
App store conversion (Google Play)	20%	Business of Apps Dating Benchmarks	Jan 2026
App store conversion (iOS)	18.2%	Business of Apps Dating Benchmarks	Jan 2026
Subscription 2nd renewal rate	69%	Business of Apps Dating Benchmarks	Jan 2026

Source: Business of Apps Dating App Benchmarks — businessofapps.com/data/dating-app-benchmarks/ (Jan 27, 2026)

Uninstall Benchmarks (Android)

Metric	Value	Source	Date
Dating apps: 30-day uninstall (non-organic)	62.4%	AppsFlyer Uninstall Benchmarks 2025	Aug–Sep 2024
Dating apps: 30-day uninstall (organic)	57.8%	AppsFlyer Uninstall Benchmarks 2025	Aug–Sep 2024
Dating apps: uninstall category rank	Highest of all categories	AppsFlyer Uninstall Benchmarks 2025	Aug–Sep 2024
Global Android 30-day uninstall rate	46.1% (all categories)	AppsFlyer Uninstall Benchmarks 2025	Aug–Sep 2024

Source: AppsFlyer Uninstall Benchmarks 2025 — appsflyer.com/resources/reports/uninstall-benchmarks/

CPI Benchmarks (APAC, 2025)

Channel	CPI (USD)	Source
LINE Ads (Thailand)	\$28	Phoenix Media TH 2025
TikTok (Thailand)	\$45	Business of Apps 2025
Google UAC (Thailand)	\$55	Business of Apps 2025
Meta (Thailand)	\$34	Business of Apps 2025
Blended (SPARK model)	\$34	SPARK model — blended paid + organic

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Activation Funnel Detail

Full funnel from install to revenue. Base case: 1,800 activated users.

Complete Funnel (Base Case — Month 1)

Stage	Users	Rate	Formula / Note
Installs	10,000	100%	SPARK acquisition target (Phase 1)
Activated (completed profile)	1,800	18%	Model estimate — industry 15–25%; conservative
Chatters (activated → sent ≥1 chat)	900	50% of activated	Derived: 1,800 × 50%
Bookers (≥1 booking made)	180	20% of chatters	Derived: 900 × 20%
Activated→Booking rate	10.0%	(derived)	Output — not an input assumption
Spark buyers	270	15% of activated	Derived: 1,800 × 15%

Revenue Generated From Funnel (Base Case)

Revenue Stream	Users	Formula	Monthly Revenue
Spark Pack Sales	270 buyers	270 × 2.0 packs × \$12	\$6,480
Booking Commissions	180 bookers	180 × \$25 × 5%	\$225
TOTAL	1,800 activated	Month-1 ARPU = \$6,705 ÷ 1,800	\$6,705 (\$3.73/user/month)

PMF Gate Criteria

Metric	PMF Gate	Current Target	Status
D30 Retention	≥ 15%	15% (target)	Gate
Chat→Booking CVR (of chatters)	≥ 10%	20% (modelled)	Above gate
Blended CAC	< LTV	~\$34 CAC vs \$31.08 LTV	Below LTV at launch — needs improvement

★ Note: LTV (\$31.08 base) vs CAC (\$34) at launch — LTV:CAC is slightly below break-even at launch stage while the network is still forming. This is expected for a marketplace product. As user density increases, Spark adoption rises and booking frequency improves, which increases ARPU and moves LTV:CAC above 1. PMF gate is D30 retention ≥ 15% and Chat→Booking CVR ≥ 5%, not LTV > CAC. LTV > CAC is a 12–24 month target as ARPU grows to \$10–\$15.



Why SPARK Wins vs Tinder

Structural advantages that justify higher CVR, ARPU, and retention

SPARK is not a better Tinder. It is a fundamentally different product built for a different user intent — and that difference drives every number in the model.

Product Comparison

Dimension	Tinder / Bumble / Hinge	SPARK
Discovery mechanic	Swipe → chat (low intent)	Wink → Spark purchase → match (high intent)
Chat intent	Exploring options, low commitment	Post-investment screening — looking for reasons NOT to date
Monetisation	Subscription (\$17–\$30/month ARPPU)	Pay-per-date (\$12/Spark pack, 2 packs/month base)
Venue integration	None — digital only	Hungry Hub: in-app booking, 5% effective commission
Offline component	None	SPARK events: launch events, speed dating, corporate lunches
User behaviour	Infinite scroll, low booking intent	Date-first: chat → book → meet
Target demographic	Mass market 18–45	Premium singles 25–40, Bangkok + Singapore
Chat→Date CVR	~1–3% (industry est.)	10–30% (model: post-Spark investment)

On Tinder, a match costs nothing — so most chats are exploratory. On SPARK, a Spark pack costs \$12. The sender has already committed. The chat is not 'do I like this person?' — it is 'is there a reason NOT to meet?' This inversion of intent is the core behavioural insight that justifies our CVR assumptions.

Competitive Moat

Moat	Description	Defensibility
Hungry Hub integration	Exclusive booking pipeline — competitors cannot replicate without high contractual partnership	High
Event network	Offline events create social proof and word-of-mouth that paid apps cannot buy	Medium — execution dependent
Pay-per-date model	Aligns incentives: SPARK earns when users date, not when they swipe	Medium — copyable but requires brand trust
Bangkok density	First-mover in premium Bangkok singles market — network effects dominant	High — first-taker-takes-most in dense city

★ The \$12 Spark pack is not just a revenue mechanism — it is a trust signal. It filters for users who are serious about dating, which improves match quality, retention, and word-of-mouth. This is the flywheel that Tinder cannot replicate without destroying its own subscription revenue model.

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Offline GTM Strategy

Event-first acquisition: how SPARK builds its user base before paid digital

Phase 1 Offline Playbook (Apr–Jun 2026)

Tactic	Venue Type	Target Attendees	Cost Estimate	Goal
SPARK Launch Event	Rooftop bar, Silom	150–200	~\$2,000	Press + early adopters
Weekly Speed Dating	Café / co-working	30–50/event	~\$300/event	Repeat users + word of mouth
Corporate Lunch Events	Office buildings, CBD	20–40/event	~\$500/event	Premium demographic
University Partnerships	Chula, TU, MUIC	50–100/event	~\$200/event	Younger cohort
Pop-up at Hungry Hub	HH partner venues	20–30/event	Co-funded by HH	Direct booking pipeline

Offline → Digital Conversion Funnel

Stage	Target Rate	Note
Event attendees → App download	60%	QR code at event + host prompt
Downloads → Profile complete	50%	Onboarding incentive: free Spark credit
Profile complete → Activated	70%	In-app match reveal within 24h of event
Activated → Spark buyer	15%	Consistent with monetisation model

Hungry Hub Partnership

Hungry Hub is Thailand's leading restaurant and experience booking platform. SPARK has a commercial agreement to earn 5% effective commission on bookings made via the SPARK app (Hungry Hub gross ~10%, SPARK receives ~50% share). Hungry Hub co-funds pop-up events at partner venues in exchange for user acquisition.

★ *Offline events are the primary acquisition channel in Phase 1. They produce higher-quality users (already socially engaged) with lower effective CAC than paid digital — estimated \$15–\$20 blended CAC for event-acquired users vs \$34 for paid.*

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Online GTM — Phase 1: PMF Sprint

Apr–Jun 2026: validate product-market fit before scaling paid acquisition

Phase 1 Objectives

Phase 1 is NOT about scale — it is about validating the core loop: attend event → buy Spark → match → book experience. Paid digital spend is minimal (\$5K/month) and focused on retargeting event attendees.

PMF Gate Criteria (must be met before Phase 2)

Metric	Gate	Measurement Method
D30 Retention	≥ 15%	Cohort analysis — % of Month 1 users active in Month 2
Chat→Booking CVR	≥ 5% of chatters	Bookings ÷ chatters (not ÷ activated users)
Spark buyer %	≥ 15% of activated	Spark pack purchases ÷ activated users
Blended CAC	< \$50	Total spend ÷ activated users (not installs)
NPS (event attendees)	≥ 40	Post-event survey, n ≥ 30

Phase 1 Budget Allocation (\$5K/month)

Channel	Budget	%	Goal
Meta/Instagram (retargeting)	\$2,000	40%	Re-engage event attendees who downloaded but did not activate
TikTok (awareness)	\$1,500	30%	Brand awareness — "What is SPARK?" content
Content + PR	\$1,000	20%	Lifestyle content, press outreach, influencer gifting
Google UAC	\$500	10%	Intent capture — "dating events Bangkok"

Phase 1 Targets (Month 3 — Jun 2026)

Metric	Target	Derived From
Total installs	3,000	Offline events (~2K) + paid digital (~1K)
Activated users	540	18% activation rate
Chatters	270	50% chat-start rate
Bookers	60	20% of chatters (270 × 20%)
Spark buyers	150	10% of activated (conservative launch estimate)
Monthly revenue	\$2,325	Model-derived (150 buyers × 2 packs × \$12 + 60 bookings × \$1.25)

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Online GTM — Phase 2: Full Throttle

Jul–Sep 2026: scale paid acquisition after PMF gate is cleared

Phase 2 Trigger: PMF gate cleared (D30 retention \geq 15%, Chat→Booking CVR \geq 5% of chatters). Budget scales to \$25K/month.

Phase 2 Budget Allocation (\$25K/month)

Channel	Budget	%	Goal
Meta/Instagram	\$8,750	35%	Lookalike audiences from activated user cohort
TikTok	\$6,250	25%	UGC-style event content, dating lifestyle
Google UAC	\$3,750	15%	High-intent search + app campaigns
Influencers	\$3,750	15%	Micro-influencers 10K–100K, lifestyle/dating niche
Offline Events	\$1,250	5%	Scaled event programme — 4–6 events/month
Content + PR	\$1,250	5%	Press, blog, SEO content

Phase 2 Targets (Month 6 — Sep 2026)

Metric	Conservative	Base	Aggressive	Derived From
Monthly installs	5,000	10,000	20,000	Paid + organic + events
Activated users	1,500	1,800	3,600	18% activation rate
Chatters	600	900	2,088	50% chat-start
Bookers	60	180	626	10/20/30% of chatters
Spark buyers	150	270	720	10–20% of activated
Monthly revenue	\$2,325	\$6,705	\$27,782	Model-derived
Blended ARPU	\$1.55	\$3.73	\$7.72	Derived from model
Blended CAC	\$34	\$34	\$34	Blended paid + organic (Phase 1 estimate)

★ Phase 2 CAC (\$34) is near LTV (\$31.08 base) at launch ARPU. Blended CAC of \$34 assumes approximately 60% of users are acquired via offline events and referrals (lower CAC) and 40% via paid digital acquisition (higher CAC). This is acceptable — the path to LTV > CAC is ARPU growth to \$10–\$15 via higher Spark adoption and direct venue partnerships (7% take rate).

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Performance Marketing & CPI

Channel strategy, creative formats, and A/B testing protocol

Creative Formats by Channel

Channel	Best Format	Hook Strategy	CTA
Meta (Instagram)	Reels 9:16, 15–30s	Real couple story, "How we met at SPARK"	"Join the Waitlist"
TikTok	Native UGC, 15–60s	Event highlight, "SPARK changed my dating life"	"Download Now"
Google UAC	App campaign, auto-creative	Text: "dating events Bangkok"	App install
LINE Ads	Static banner + message	Local Thai language, cultural fit	"Try SPARK Free"
Instagram Stories	Poll + swipe-up	"Would you try experiential dating?"	"See how it works"

A/B Testing Protocol (Phase 1)

Test Variable	Variant A	Variant B	Success Metric
Hook style	Anti-swipe ("Stop swiping")	Experience-first ("Your date is planned")	CTR + install rate
CTA copy	"Join the Waitlist"	"Download Free"	Install rate
Creative format	Static image	Video Reel	CPM + CTR
Audience	Broad 25–40 Bangkok	Retargeting event attendees	CPI + activation rate
Landing page	App store direct	Waitlist landing page	Activation rate

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Influencer Strategy

Micro-influencer playbook for Bangkok and Singapore

Influencer Tier Strategy

Tier	Follower Range	Budget/Post	Content Type	Goal
Nano	1K–10K	\$50–\$200	Authentic event attendance	Community trust + UGC
Micro	10K–100K	\$200–\$1,000	Date idea content, SPARK review	Brand awareness + installs
Mid-tier	100K–500K	\$1,000–\$5,000	Sponsored date experience	Scale + credibility
Macro	500K+	\$5,000+	Brand partnership (Phase 2+)	Mass awareness (Phase 2 only)

Phase 1 Influencer Brief Template

Brief: We are SPARK — Bangkok's experiential dating app. We match people at real events (rooftops, wellness, comedy nights) and help them book their first date experience directly in the app. We are looking for authentic content creators who have attended one of our events or tried the app. Content should feel real, not scripted.

Requirement	Specification
Content type	Instagram Reel or TikTok video (15–60s)
Tone	Authentic, personal, non-promotional
Must include	SPARK app visible, event or date experience shown
Must avoid	Direct "download now" language — feel organic
CTA	"Check out SPARK" or "I tried SPARK" — soft and natural
Approval	SPARK reviews content before posting
Exclusivity	30-day exclusivity from competing dating apps

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Virality & Referral Campaigns

Organic growth loops to reduce paid CAC over time

The most powerful virality loop is social: users who attend SPARK events naturally invite friends. Each event attendee who invites ≥ 1 friend reduces blended CAC by $\sim \$15$. Target: 30% of attendees bring ≥ 1 new person to their second event.

In-App Referral Programme

Mechanic	Reward (Referrer)	Reward (Referred)	Goal
Friend invite via app link	1 free Spark credit	1 free Spark credit	Drive downloads
Friend attends event	2 free Spark credits	50% off first pack	Drive activation
Friend makes first booking	\$5 booking credit	\$5 booking credit	Drive revenue

Viral Content Campaigns

Campaign	Mechanic	Platform	Target Reach
"SPARK Moments" UGC	Users share event photos with #SPARKBangkok	Instagram, TikTok	50K impressions/month
"Match of the Week"	Anonymous couple story shared with consent	Instagram Stories	10K views/week
"Bangkok Most Eligible"	Opt-in profile feature, community vote	TikTok	100K views/campaign
Event countdown	48h countdown Reel before each event	Instagram, TikTok	5K views/event

Viral Coefficient Target

Metric	Target	Current Estimate	Note
K-factor (viral coefficient)	0.3	0.1 (launch)	$K = \text{invites sent} \times \text{accept rate}$
Referral-driven installs	20% of total	5% (launch)	Grows as community matures
Effective CAC (blended with referral)	$< \$25$	$\$34$ (launch)	Target by Month 9

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Singapore Expansion

Conditional on Bangkok PMF gate cleared by Jul 1, 2026

Singapore Market Context

Metric	Bangkok	Singapore	Note
Target singles 25–45	1.28M	~214K	SG: 5.88M × 30% × 40% × 30% dating app open
Internet penetration	94.7%	98.4%	DataReportal Digital 2026
Instagram reach	20.6M	3.35M	DataReportal Digital 2026
CPI (Meta)	\$68	\$112	Business of Apps 2025
CPI (TikTok)	\$45	\$75	Business of Apps 2025
Avg booking value (est.)	\$25	\$40–\$50	ASSUMPTION — SG premium dining higher
Effective take rate	5%	5%	Same model — partner TBD

Singapore Model (v7.8 — same inputs as Bangkok; booking value to be validated post-launch)

Metric	SG Conservative	SG Base	SG Aggressive	Note
Activated users	900	900	1,800	Target Month 1 post-launch
Chatters	360	450	1,044	50% chat-start rate
Bookers	36	90	313	20% of chatters
Spark buyers	90	135	360	15–20% of activated
Blended ARPU	\$1.55	\$3.73	\$7.72	Same \$25 base booking value as Bangkok
Monthly revenue	\$1,395	\$3,357	\$13,891	Activated users × ARPU

Note: SG Base monthly revenue (\$3,357) = Spark revenue (\$3,240) + Booking revenue (\$117). Spark revenue formula: 135 Spark buyers × 2 packs × \$12 = \$3,240. ARPU = \$3,357 ÷ 900 activated users = \$3.73. SG uses 5,000 installs (half of Bangkok's 10,000) with the same Base scenario assumptions.

Singapore Launch Timeline

Milestone	Date	Trigger / Note
Bangkok PMF gate cleared	Jul 1, 2026	D30 retention ≥ 15% AND Chat→Booking CVR ≥ 5%
Singapore partner signed	Jul 2026	Equivalent of Hungry Hub for SG (TBC)
First SG event	Aug 2026	Expat community event, CBD

Milestone	Date	Trigger / Note
SG soft launch (app)	Sep 2026	Invite-only, 500 users
SG public launch	Oct 2026	Full paid acquisition begins

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Growth Scenarios

Three scenarios derived from the same model — only inputs change

All three scenarios use the same monetisation model. Scenario outputs vary based on changes in Spark buyer %, Spark pack price, and pack purchase frequency.

Scenario Inputs

Input	Conservative	Base	Aggressive
Monthly installs	5,000	10,000	20,000
Activation rate	30%	18%	18%
→ Activated users	1,500	1,800	3,600
Chat-start rate	40%	50%	58%
Chat→Booking CVR	10%	20%	30%
Spark buyer %	10%	15%	20%
Spark pack price	\$10	\$12	\$15
Monthly churn (M4+)	12%	12%	12%

Scenario Outputs (Model-Derived Monthly Scale)

Output	Conservative	Base	Aggressive
Chatters	600	900	2,088
Bookers	60	180	626
Spark buyers	150	270	720
Spark revenue	\$2,250	\$6,480	\$27,000
Booking revenue	\$75	\$225	\$782
Total monthly revenue	\$2,325	\$6,705	\$27,782
Blended ARPU	\$1.55	\$3.73	\$7.72
LTV (ARPU ÷ churn)	\$12.92	\$31.08	\$64.33
Annual run-rate (x12)	\$27,900	\$80,460	\$333,390

All outputs are derived from the inputs above using the monetisation model in Section 03. No independent assumptions are introduced here.

UE

Unit Economics Summary

One-page investor reference — all numbers derived from the same model

Metric	Conservative	Base	Aggressive
Activated users	1,500	1,800	3,600
ARPU (Month-1)	\$1.55	\$3.73	\$7.72
LTV	\$12.92	\$31.08	\$64.33
LTV : CAC	0.38x	0.91x	1.89x
CAC Payback	~21.9mo	~9.1mo	~4.4mo
Total Monthly Revenue	\$2,325	\$6,705	\$27,782

★ LTV:CAC of 0.91x at launch (base case). Payback in ~9.1 months. As churn stabilises at steady-state 12% and ARPU grows toward \$10–\$15 target, LTV:CAC improves significantly — target 3–5x at 12 months.

★ ARPU growth drivers (launch → 12-month target): (1) Spark adoption increases as network density grows. (2) Direct venue partnerships add higher-margin bookings. (3) Pack frequency increases with repeat users. (4) Premium Spark tiers introduced at Month 6+.

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KPIs & Analytics Framework

All targets derived from the monetisation model. No independent benchmarks.

North Star Metrics

Metric	Definition	Conservative	Base	Aggressive
Activated Users/Month	Completed onboarding profile	1,500	1,800	3,600
Chat-start Rate	% of activated who send ≥ 1 chat	40%	50%	58%
Chat \rightarrow Booking CVR	% of chatters who book	10%	20%	30%
Spark Buyer %	% of activated who buy packs	10%	15%	20%
Blended ARPU	Total rev \div activated users	\$1.55	\$3.73	\$7.72
D30 Retention	% active 30 days after install	15%	20%	25%
Blended CAC	Total spend \div activated users	\$34	\$34	\$34
LTV	ARPU \div monthly churn (12%)	\$12.92	\$31.08	\$64.33

Analytics Stack

Tool	Purpose	Key Reports
Mixpanel / Amplitude	In-app funnel tracking	Chat-start rate, booking CVR, Spark buyer CVR
AppsFlyer / Adjust	Attribution + CPI tracking	CPI by channel, CAC by cohort
Hungry Hub API	Booking data	Bookings, booking value, take rate
Internal dashboard	Revenue + ARPU	Daily Spark revenue, booking revenue, blended ARPU

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Regulatory & Risk Register

Thailand PDPA, app store policies, and key business risks

Regulatory Landscape

Regulation	Jurisdiction	Impact on SPARK	Mitigation
PDPA (Personal Data Protection Act)	Thailand	User data consent, storage, deletion rights	Privacy-first onboarding, DPO appointed
App Store Guidelines (Apple/Google)	Global	Dating app content policies, in-app purchases	Content review before launch
Consumer Protection Act	Thailand	Refund policies for Spark packs	Clear T&Cs, 7-day refund window
PDPC (Personal Data Protection Commission)	Singapore	SG expansion requires PDPC compliance	SG legal review before SG launch
Age verification requirements	Thailand/SG	Must verify users are 18+	ID verification at onboarding

Key Business Risks

Risk	Probability	Impact	Mitigation
PMF gate not met by Jul 2026	Medium	High	Delay SG launch; iterate product before scaling
Hungry Hub partnership terms change	Low	High	Negotiate multi-year agreement; develop direct venue pipeline
Low Spark buyer adoption (<5%)	Medium	Very High	A/B test pricing; add free trial Spark credit
High uninstall rate (>70% D30)	High	High	Focus on offline-first users; improve onboarding
Competitor launches offline product	Low	Medium	First-mover advantage; deepen HH integration
FX risk (THB/USD)	Low	Low	Price in THB; convert to USD for reporting
App store ban / content moderation	Very Low	Very High	Strict content moderation from day 1

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Trust & Safety

User safety is a product feature, not a compliance checkbox

Dating apps face unique trust challenges. SPARK's offline-first model provides a structural advantage: users have already met in person before connecting digitally, which reduces catfishing and harassment significantly.

Safety Features (Launch)

Feature	Description	Priority
ID verification	Government ID or selfie verification at onboarding	P0 — launch blocker
Event-gated matching	Matches only shown for events user attended	P0 — core product
Photo verification	AI + human review of profile photos	P0 — launch blocker
Report + block	One-tap report with human review within 24h	P0 — launch blocker
Safe word system	Discreet SOS button in chat for uncomfortable situations	P1 — Month 2
Background check (opt-in)	Third-party background check integration	P2 — Month 6

Content Moderation Policy

Category	Policy	Response Time
Explicit/inappropriate photos	Auto-flag + human review	< 2 hours
Harassment in chat	User report → human review	< 4 hours
Fake profiles	AI detection + user report	< 24 hours
Spam / commercial solicitation	Auto-block + ban	Immediate
Underage users	Immediate ban + report to authorities	Immediate

★ *Trust is a competitive moat. A single high-profile safety incident can destroy a dating app's reputation permanently. SPARK invests in safety infrastructure before scale, not after.*

A1

Investor Appendix — Sensitivity Analysis

How ARPU and revenue change as key assumptions vary

ARPU Sensitivity to Spark Buyer % and Pack Price

Rows = Spark buyer % of activated users. Columns = Spark pack price (USD).

Spark buyer %	\$10/pack	\$12/pack	\$15/pack
5%	\$1.12	\$1.32	\$1.62
10%	\$2.12	\$2.52	\$3.12
15%	\$3.12	\$3.73	\$4.62
20%	\$4.12	\$4.92	\$6.12

Note: ARPU sensitivity assumes 2 Spark packs purchased per buyer per month (Base case assumption).

LTV Sensitivity to ARPU and Monthly Churn

ARPU	15% churn	20% churn	25% churn	30% churn	35% churn
\$1	\$6.67	\$5.00	\$4.00	\$3.33	\$2.86
\$2	\$13.33	\$10.00	\$8.00	\$6.67	\$5.71
\$3	\$20.00	\$15.00	\$12.00	\$10.00	\$8.57
\$5	\$33.33	\$25.00	\$20.00	\$16.67	\$14.29
\$10	\$66.67	\$50.00	\$40.00	\$33.33	\$28.57
\$15	\$100.00	\$75.00	\$60.00	\$50.00	\$42.86

ARPU Sensitivity to Chat-start Rate and Chat-to-Booking CVR

Rows = Chat-start rate. Columns = Chat-to-Booking CVR (of chatters).

Chat-start rate	5% CVR	10% CVR	15% CVR	20% CVR
30%	\$3.62	\$3.64	\$3.66	\$3.67
40%	\$3.62	\$3.65	\$3.67	\$3.70
50%	\$3.63	\$3.66	\$3.69	\$3.73
60%	\$3.64	\$3.67	\$3.71	\$3.75

All sensitivity values are derived from the same monetisation model. No independent assumptions are introduced.

A2

Investor Appendix — Comparable Transactions

Dating app M&A; and funding rounds for valuation context

All figures from public sources. Private valuations are estimates from press reports.

Company	Event	Year	Valuation / Amount	Source
Tinder (Match Group)	Acquisition	2017	\$3B (IAC buyout)	Press reports
Bumble	IPO	2021	\$8.2B (Nasdaq)	SEC S-1 filing
Hinge (Match Group)	Full acquisition	2019	~\$100M est.	Press reports
Coffee Meets Bagel	Series B	2018	\$12M raise	Crunchbase
The League	Acquisition by Match	2022	\$30M est.	Press reports
Lunchclub	Series A	2020	\$4M raise	Crunchbase
Paktor (SEA)	Series C	2017	\$32.5M raise	Crunchbase
Lunch Actually (SEA)	Private	Ongoing	Undisclosed	No public data

Revenue Multiple Context (Public Comps)

Company	Revenue (Latest)	Market Cap / Valuation	Revenue Multiple
Match Group	\$3.49B (FY2025)	~\$8B (Mar 2026 est.)	~2.3x
Bumble Inc.	\$1.052B (FY2023)	~\$1.5B (Mar 2026 est.)	~1.4x
SPARK (pre-revenue)	Pre-revenue	Seed round TBD	N/A - pre-revenue

SPARK is pre-revenue. Valuation discussion is premature until PMF gate is cleared and a 3-month revenue track record exists. The comparables above are provided for investor context only, not as a valuation basis.

A3

Investor Appendix — 12-Month Revenue Bridge

How blended ARPU grows from ~\$3.73 at launch toward \$10-15 as Spark adoption increases

ARPU Growth Drivers

Driver	Launch (Month 1)	Month 12	Month 18-24	Mechanism
Spark buyer %	15%	15%	20%	Word of mouth + product improvements
Packs per buyer/month	2.0	2.0	2.5	Habit formation, new pack types
Spark pack price	\$12	\$12	\$15	Price increase after PMF proven
Booking take rate	5%	5%	7%	Direct venue partnerships (no HH split)
Chat-Booking CVR	20%	18%	20%	Better matching algorithm

Projected ARPU at Month 12 and Month 18 (derived)

Period	Spark ARPU	Booking ARPU	Blended ARPU	LTV (25% churn)
Launch (Month 1)	\$3.60	\$0.12	\$3.73	\$31.08
Month 12 (projected)	\$4.42	\$0.11	\$4.53	\$37.75
Month 18 (projected)	\$7.50	\$0.17	\$7.67	\$63.92
Target (Month 24)	\$8-\$12	\$2-\$3	\$10-\$15	\$40-\$60

At launch, Spark pack purchases represent the vast majority of revenue (~96%). Booking ARPU is initially small because the booking pipeline is still forming. As the user base grows and more matches convert into bookings, booking ARPU increases and becomes a larger share of total revenue.

At \$10 ARPU and 25% churn, LTV = \$40. At \$34 CAC, LTV:CAC = 1.2x. At \$15 ARPU, LTV = \$60, LTV:CAC = 1.8x. Target 3x LTV:CAC requires either ARPU > \$25 (subscription model) or CAC < \$20 (organic growth). Both are 24-36 month targets, not launch targets.

S

Sources & References

All cited reports with direct URLs for independent verification

Market Data

Report	Publisher	Date	URL
Digital 2026 Thailand	DataReportal	Oct 2025	datareportal.com/reports/digital-2026-thailand
Digital 2026 Singapore	DataReportal	Oct 2025	datareportal.com/reports/digital-2026-singapore
Global Dating App Statistics 2026	Business of Apps	Jan 2026	businessofapps.com/data/dating-app-statistics/
Dating App Benchmarks 2026	Business of Apps	Jan 2026	businessofapps.com/data/dating-app-benchmarks/

App Performance Benchmarks

Report	Publisher	Date	URL
Uninstall Benchmarks 2025	AppsFlyer	Aug-Sep 2024	appsflyer.com/resources/reports/uninstall-benchmarks/
Mobile App Trends 2025 (APAC)	Adjust	2025	adjust.com/resources/reports/mobile-app-trends/
CPI Benchmarks APAC 2025	Business of Apps	2025	businessofapps.com/data/cost-per-install/

Competitor Filings

Document	Company	Date	URL
Q4 2025 Supplemental Data	Match Group	Feb 2026	ir.mtch.com - Financials - Supplementals
FY2025 Annual Report (10-K)	Match Group	Feb 2026	ir.mtch.com - SEC Filings - 10-K
FY2023 Annual Report (10-K)	Bumble Inc.	Mar 2024	SEC EDGAR CIK 1830043
Q3 2025 Supplement	Bumble Inc.	Nov 2025	ir.bumble.com - Financials - Supplementals
FY2023 Annual Report	Hello Group (Tantan)	Mar 2024	ir.hellogroup.com

Consumer Research

Report	Publisher	Date	URL / Note
Online Dating Survey 2024	Pew Research Center	2024	pewresearch.org/internet/
Thailand Dating App Usage	YouGov Thailand	2024	yougov.com/topics/relationships
Bangkok Population Data	World Population Review 2025		worldpopulationreview.com/world-cities/bangkok

Regulatory

Document	Authority	URL
Personal Data Protection Act (PDPA)	Thailand PDPC	pdpc.or.th/en/
Personal Data Protection Commission Act	Singapore PDPC	pdpc.gov.sg/
App Store Review Guidelines	Apple	developer.apple.com/app-store/review/guidelines/
Google Play Developer Policy	Google	play.google.com/about/developer-content-policy/

Other References

Reference	Source	Note
USD/THB exchange rate	Bank of Thailand (bot.or.th)	Used for THB pack pricing conversion
Hungry Hub pricing	Hungry Hub (hungryhub.com)	Experience booking values and commission structure

PART II

SEO STRATEGY

Autonomous SEO Content & Distribution Engine

Master Playbook v4 · Bangkok · Singapore · India

"From match to meet — in moments"

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SEO Strategy Overview & Business Context

Brand brief, platform context, and how to use this playbook

This section is SPARK's permanent SEO brand brief. It provides the strategic context for all content decisions and can be copied verbatim into any AI tool session to immediately orient the tool to SPARK's positioning, audience, and goals.

How to Use This SEO Playbook

Section	What It Covers	When to Use It
22. Business Context	SPARK brand brief — pre-filled for AI tools	Copy into any new AI chat
23. Market Strategy	Bangkok first (Apr–Jun), then Singapore (Jul+)	Phase planning
24. SEO Architecture	The 3-layer content system (A/B/C)	Strategy overview
25. Content Rules	What to do and what NEVER to do	Before writing any page
26. Keyword Clusters	All keywords grouped by intent + market	Choosing next article
27. Page Map	Every page: slug, title, H1, CTA goal	Building in Framer
28. Content System	Brief template + full drafts for 10 pages	Weekly content work
29. Internal Linking	3-in / 3-out plan per page	After publishing each page
30. Metadata + Schema	SEO titles, meta descriptions, JSON-LD	Framer SEO fields
31. Social Pipeline	Instagram + Facebook captions from blogs	Weekly social posts
32. Visual Rules	Branded graphic guidelines + dos and don'ts	Design briefs
33. Framer Setup	Step-by-step CMS + schema setup in Framer	One-time setup
34. Automation	Weekly Claude pipeline + scheduled tasks	Ongoing execution
35. Calendar	90-day content calendar	Weekly planning
36. KPIs	What to measure + monthly targets	Monthly review

Master Brand Brief (AI-Ready)

When starting a new AI session, paste the following brief as your first message. The AI will understand SPARK's positioning immediately.

Field	Detail
Brand	SPARK

Field	Detail
Website	spark.love
Product	Dating app focused on real-world experiences
Core positioning	"From match to meet — in moments"
Key differentiators	Not just matching people — matching people around real experiences. Helping users move from chat to real dates.
Target users	Urban professionals aged 25–45. People tired of endless swiping with no real dates. People who want real connections.
Primary markets	Phase 1: Bangkok, Thailand (April–June 2026). Phase 2: Bangkok + Singapore (July 2026 onwards). Phase 3: [Other markets]
Platform	Website on Framer (spark.love). App available on iOS and Android.
Primary SEO goal	Drive high-intent traffic that converts into app installs.

Social Platforms & Tools

Platform / Tool	Handle / URL	Primary Use
Instagram	@spark.love	Visual content + reels + date ideas
Facebook	spark.love/facebook	Community + event promotion
LinkedIn	Optional — add later	B2B / PR / investor visibility
Framer	spark.love	Website builder — all pages + blog + SEO fields
Google Search Console	search.google.com/search-console	Monitor rankings + indexing
Claude / ChatGPT	AI content engine	Writing + SEO + briefs
Buffer / Later	Social scheduling	Scheduling Instagram + Facebook

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Market Strategy & Phasing

Where and when SPARK grows — Bangkok first, then Singapore

The Opportunity — Why Now

No dating app currently ranks for high-intent local keywords like 'date ideas Bangkok' or 'first date ideas Singapore'. This is a blue-ocean SEO opportunity. The first app to publish quality, locally relevant content will own these rankings for years.

Keyword	Monthly Searches	Current #1 Rank	Opportunity
date ideas Bangkok	1,200–2,400	Travel blog (generic)	Dating app can dominate
first date ideas Bangkok	600–1,200	No strong result	First-mover advantage
rooftop date Bangkok	800–1,600	Hotel website	Lifestyle content beats it
date ideas Singapore	1,800–3,600	Generic lifestyle blog	Dating app missing
tinder alternative real dates	300–600	No dating app content	Direct conversion play

Market Phases

Phase	Period	Markets	SEO Focus	Goal
1	Apr–Jun 2026	Bangkok only	Layer B (City/Experience) + Layer A (Conversion)	Rank top 5 for Bangkok date keywords
2	Jul 2026 onwards	Bangkok + Singapore	Expand Layer B to Singapore; reinforce Bangkok	Rank top 20+ city keywords across both markets
3	2027+ India	Mumbai, Delhi, Bangalore	Repeat Bangkok playbook in new cities	Establish India SEO presence

Important: Do NOT publish Singapore content before July 2026. All April, May, and June content should be Bangkok-focused only. Singapore pages can be drafted in advance but should not be published or submitted to Google until the Phase 2 launch.

Phase 1 Sprint — Bangkok (April–June 2026)

Priority order for the first 90 days. Publish in this sequence for maximum SEO momentum:

Week	Page to Publish	Target Keyword	Layer
1	/dating-app-for-real-dates	dating app for real dates	A
2	/blog/date-ideas-bangkok	date ideas Bangkok	B
3	/blog/first-date-ideas-bangkok	first date ideas Bangkok	B
4	/blog/rooftop-date-ideas-bangkok	rooftop date ideas Bangkok	B
5	/tinder-alternative-real-dates	tinder alternative Bangkok	A

Week	Page to Publish	Target Keyword	Layer
6	/blog/wellness-date-ideas-bangkok	wellness date ideas Bangkok	B
7	/blog/comedy-date-ideas-bangkok	comedy show date Bangkok	B
8	/blog/where-to-go-on-a-first-date-in-bangkok	where to go on first date Bangkok	C
10	/blog/alternatives-to-coffee-dates-bangkok	alternatives to coffee dates Bangkok	C
12	/blog/how-to-plan-a-first-date-bangkok	how to plan a first date Bangkok	C

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The 3-Layer SEO Architecture

How SPARK's content system works — from discovery to install

Every page SPARK publishes belongs to one of three layers. Each layer has a different job. Together, they form a conversion funnel — from discovery to install.

Layer	Name	Search Intent	User Mindset	Page Goal	CTA Type
A	Conversion Pages	Commercial / BOFU	"I want a real dating app"	App install	Download now button
B	City + Experience Pages	Informational / Local	"I want to go on a date in Bangkok"	Build trust + recommendations	Hard CTA: Use SPARK to book
C	Supporting Pages	Question / Long-tail	"How do I plan a first date?"	Answer + redirect	Soft CTA: SPARK makes this ea

Layer Examples

Layer A — Conversion Pages	Layer B — City + Experience Pages	Layer C — Supporting Pages
dating app for real dates	best date ideas Bangkok	where to go on first date Bangkok
tinder alternative for real dating	rooftop date ideas Bangkok	alternatives to coffee dates
best dating app to meet in real life	first date ideas Singapore	how to plan a first date
dating app Bangkok	unique date ideas Singapore	what to do on a first date in Bangkok

How the Layers Connect

Think of it like a funnel. Layer C pages bring in broad exploratory traffic. Layer B pages capture high-intent local searchers. Layer A pages convert visitors directly into app installs. Internal links flow upward from C to B to A — every page should link toward the conversion layer.

★ *The 3-layer architecture ensures that every piece of content serves a purpose in the conversion funnel. Traffic without conversion intent is wasted. Every Layer C page should link to at least one Layer B page, and every Layer B page should link to at least one Layer A page.*

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Key Content Rules

What to do — and what NEVER to do. Apply to every page.

Never Do These:

- ✗ Generate generic filler content — no 'Dating is hard, here are some tips' fluff
- ✗ Create duplicate pages with only a city name swapped (e.g. copy Bangkok page and just change to Singapore)
- ✗ Invent venues, prices, or claims that can't be verified on spark.love
- ✗ Publish placeholder text — every CTA, link, and fact must be real and final
- ✗ Optimise for traffic alone — every page must convert intent into installs
- ✗ Skip the quality check — if content feels thin or generic, improve it before publishing

Always Do These:

- ✓ Make every page genuinely useful and actionable for someone planning a date
- ✓ Include a natural, non-pushy CTA to SPARK on every page
- ✓ Use locally relevant content — specific Bangkok or Singapore context, not generic Asia
- ✓ Write in a human, premium tone — like a knowledgeable friend, not a marketing robot
- ✓ Keep paragraphs short (2–4 sentences) for mobile reading
- ✓ Include FAQ section on every page for Google's featured snippets
- ✓ Link to 3 other SPARK pages from every article (internal linking)
- ✓ Verify every fact, venue name, and claim before publishing

Content Quality Standard — 5-Point Test

Every piece of content must pass this test before publishing:

Test	Question to Ask	Required Answer
1. Useful	Would someone planning a date in Bangkok find this genuinely helpful?	Must be YES
2. Local	Does it feel specific to Bangkok / Singapore, not just generic advice?	Must be YES
3. Accurate	Are all venue names, claims, and facts verifiable?	Must be YES
4. Human	Does it read like a knowledgeable friend wrote it?	Must be YES
5. Conversion	Does it include a natural, relevant CTA to SPARK?	Must be YES

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Keyword Clusters

All keywords grouped by intent and market. Start with P0 before P1.

Cluster 1 — City Intent (Bangkok)

Keyword	Monthly Vol	Intent	Priority	Page Type
date ideas Bangkok	1,200–2,400	High	P0	Layer B Hub
first date ideas Bangkok	600–1,200	High	P0	Layer B
rooftop date ideas Bangkok	800–1,600	High	P0	Layer B
romantic date ideas Bangkok	400–800	High	P0	Layer B
wellness date ideas Bangkok	300–600	Medium	P0	Layer B
comedy show date Bangkok	200–400	Medium	P0	Layer B
where to go on a first date Bangkok	300–600	High	P0	Layer C
alternatives to coffee dates Bangkok	150–300	Medium	P1	Layer C
outdoor date ideas Bangkok	200–400	Medium	P1	Layer B
night date ideas Bangkok	200–400	Medium	P1	Layer B
budget date ideas Bangkok	150–300	Medium	P1	Layer B
unique date ideas Bangkok	200–400	High	P1	Layer B

Cluster 2 — City Intent (Singapore) — Publish from July 2026

Keyword	Monthly Vol	Intent	Priority	Page Type
date ideas Singapore	1,800–3,600	High	P0	Layer B Hub
first date ideas Singapore	800–1,600	High	P0	Layer B
unique date ideas Singapore	600–1,200	High	P0	Layer B
rooftop date ideas Singapore	400–800	High	P0	Layer B
romantic restaurants Singapore date	500–1,000	High	P0	Layer B
outdoor date ideas Singapore	300–600	Medium	P1	Layer B
where to go on a first date Singapore	300–600	High	P1	Layer C
activity date ideas Singapore	200–400	Medium	P1	Layer B

Cluster 3 — Product Intent (Both Markets)

Keyword	Monthly Vol	Intent	Priority	Page Type
dating app for real dates	400–800	High	P0	Layer A
tinder alternative real dates	300–600	High	P0	Layer A
best dating app to meet in real life	200–400	High	P0	Layer A
dating app Bangkok	500–1,000	High	P0	Layer A
dating app Singapore	800–1,600	High	P1	Layer A
meet people Bangkok app	200–400	Medium	P1	Layer A
alternatives to Tinder Bangkok	150–300	High	P1	Layer A

Cluster 4 — Question Intent (Both Markets)

Keyword	Monthly Vol	Intent	Priority	Page Type
how to plan a first date Bangkok	150–300	Medium	P1	Layer C
what to do on a first date in Bangkok	200–400	Medium	P1	Layer C
how to meet people in Bangkok	300–600	Medium	P1	Layer C
how to find a date in Singapore	200–400	Medium	P1	Layer C
is Tinder good in Bangkok	200–400	High	P1	Layer C
best way to meet singles Bangkok	150–300	Medium	P2	Layer C

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Full Page Map

Every page: slug, title, H1, and CTA goal. Use as your Framer checklist.

Phase 1 — Bangkok Pages (Publish April–June 2026)

URL Slug	Title (Tab)	H1 Headline	Layer	CTA Goal
/dating-app-for-real-dates	Dating App for Real Dates SPARK	Stop Swiping. Start Meeting.	A	App install
/blog/date-ideas-bangkok	Best Date Ideas Bangkok 2026	The Best Date Ideas in Bangkok	B Right	Discover SPARK
/blog/first-date-ideas-bangkok	First Date Ideas Bangkok SPARK	First Date Ideas in Bangkok That Actually Work	B	Use SPARK to book
/blog/rooftop-date-ideas-bangkok	Rooftop Date Ideas Bangkok SPARK	Best Rooftop Dates in Bangkok	B	Book via SPARK
/blog/wellness-date-ideas-bangkok	Wellness Date Ideas Bangkok SPARK	Best Wellness Date Ideas in Bangkok	B	Book via SPARK
/blog/comedy-date-ideas-bangkok	Comedy Show Dates Bangkok SPARK	Comedy Night Is the Perfect First Date in Bangkok	B	Book via SPARK
/tinder-alternative-real-dates	Tinder Alternative for Real Dates SPARK	The Tinder Alternative That Actually Gets You Real Dates	A	App install
/blog/where-to-go-on-a-first-date-bangkok	Where to Go on a First Date Bangkok SPARK	Where to Go on a First Date in Bangkok (Real SPARK)	B	Use SPARK
/blog/alternatives-to-coffee-dates-bangkok	Alternatives to Coffee Dates Bangkok SPARK	Alternatives to Coffee Dates in Bangkok	B	Book via SPARK
/blog/how-to-plan-a-first-date-bangkok	How to Plan a First Date Bangkok SPARK	How to Plan the Perfect First Date in Bangkok	B	Use SPARK

Phase 2 — Singapore Pages (Publish from July 2026)

URL Slug	Title (Tab)	H1 Headline	Layer	CTA Goal
/blog/date-ideas-singapore	Best Date Ideas Singapore 2026	The Best Date Ideas in Singapore	B Right	Discover SPARK
/blog/first-date-ideas-singapore	First Date Ideas Singapore SPARK	First Date Ideas in Singapore That Work	B	Book via SPARK
/blog/unique-date-ideas-singapore	Unique Date Ideas Singapore SPARK	Unique Date Ideas in Singapore	B	Book via SPARK
/blog/rooftop-date-ideas-singapore	Rooftop Date Ideas Singapore SPARK	Best Rooftop Dates in Singapore	B	Book via SPARK
/dating-app-singapore	Dating App Singapore SPARK	SPARK: Bangkok's Dating App is Now in Singapore	A	App install

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Content Creation System

Brief template, content requirements, and priority page briefs

Universal Brief Template

Copy this template and fill it in before writing any new page:

Field	Example / Instruction
Target keyword	e.g. first date ideas Bangkok
Search intent	Informational / Commercial / Local
Audience	e.g. Expat professionals 28–38, new to Bangkok
Angle	e.g. 'Experiences beat restaurants for first dates'
Structure	Intro > 5–7 ideas > FAQ > CTA
FAQs	List 3–4 questions your audience would search
Internal links	3 pages this article should link to
CTA placement	e.g. After idea #3, and at end of article
Word count target	800–1,200 words

Content Requirements — Every Page

Requirement	Standard
Word count	800–1,200 words (no more, no less)
Paragraphs	Short: 2–4 sentences. Never a wall of text.
Tone	Human, warm, knowledgeable — like a friend who knows Bangkok/Singapore well
Local relevance	Must feel specific to the city. No generic advice.
FAQ section	Minimum 3 FAQs — these appear in Google's featured snippets
CTA	Natural and relevant. Not: 'Download SPARK now!' but: 'SPARK lets you book this directly'
Internal links	Link to at least 3 other SPARK pages using natural anchor text
No fluff	Remove any sentence that doesn't add value. Every sentence earns its place.

Priority Page Briefs — Top 5 Pages

Page	Field	Content
/dating-app-for-real-dates [Layer A]	Target keyword	dating app for real dates
	Search intent	Commercial — user wants to switch apps
	Audience	Frustrated Tinder/Bumble users in Bangkok aged 25–40
	Angle	Most apps optimise for swipes, not dates. SPARK optimises for real meets.
	CTA goal	App install — Download button above the fold and after the how-it-works section
/blog/date-ideas-bangkok [Layer B Hub]	Target keyword	date ideas Bangkok
	Search intent	Informational — someone planning a date
	Audience	Anyone in Bangkok (locals + expats) planning a date
	Structure	Intro > 8 ideas by category > SPARK booking tip > FAQ > CTA
	CTA goal	Soft CTA — 'SPARK curates the best Bangkok experiences for dates'
/blog/first-date-ideas-bangkok [Layer B]	Target keyword	first date ideas Bangkok
	Search intent	Informational / High commercial intent
	Audience	Someone with a first date coming up in Bangkok
	Angle	First dates in Bangkok should be experiences, not restaurants — here's why
	CTA goal	Book your first date experience through SPARK
/blog/rooftop-date-ideas-bangkok [Layer B]	Target keyword	rooftop date ideas Bangkok
	Search intent	High intent — user knows what they want
	Audience	Couples / singles planning a premium date night
	Angle	Rooftops work because they're visual, memorable, and create natural conversation
	CTA goal	SPARK book-a-rooftop-date CTA — direct booking intent
/tinder-alternative-real-dates [Layer A]	Target keyword	tinder alternative real dates
	Search intent	Commercial — actively comparing apps
	Audience	Tinder users frustrated with the app — ready to switch
	Angle	Tinder was built for swiping. SPARK was built for meeting.
	CTA goal	App install — strong and direct

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Internal Linking Plan

3 links out + 3 links in per page — the full network map

Internal linking is how Google understands which pages matter most. Every page should link to 3 others (links out) and receive links from 3 others (links in). Anchor text should always be the target keyword — never 'click here'.

Internal Link Map — Phase 1 Pages

Page	Links OUT to (anchor text)	Links IN from (anchor text)
/dating-app-for-real-dates	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('date ideas Bangkok')2. /blog/first-date-ideas-bangkok ('first date Bangkok')3. /tinder-alternative-real-dates ('ditch Tinder')	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('SPARK dating app')2. /tinder-alternative-real-dates ('real dates')3. /blog/rooftop-date-ideas-bangkok ('book on SPARK')
/blog/date-ideas-bangkok	<ol style="list-style-type: none">1. /blog/first-date-ideas-bangkok ('first date ideas')2. /blog/rooftop-date-ideas-bangkok ('rooftop bars')3. /dating-app-for-real-dates ('SPARK')	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('date ideas Bangkok')2. /blog/wellness-date-ideas-bangkok ('more Bangkok dates')3. /blog/where-to-go-on-a-first-date-in-bangkok ('see our picks')
/blog/first-date-ideas-bangkok	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('date ideas')2. /blog/where-to-go-on-a-first-date-in-bangkok ('first date tips')3. /blog/how-to-plan-a-first-date-bangkok ('first date tips')	<ol style="list-style-type: none">1. /dating-app-for-real-dates ('first date Bangkok')2. /blog/date-ideas-bangkok ('first date ideas')3. /blog/rooftop-date-ideas-bangkok ('first date')
/blog/rooftop-date-ideas-bangkok	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('more date ideas')2. /blog/first-date-ideas-bangkok ('first date')3. /dating-app-for-real-dates ('book on SPARK')	<ol style="list-style-type: none">1. /blog/date-ideas-bangkok ('rooftop dates')2. /blog/first-date-ideas-bangkok ('rooftop bar')3. /blog/alternatives-to-coffee-dates-bangkok ('try a rooftop')
/tinder-alternative-real-dates	<ol style="list-style-type: none">1. /dating-app-for-real-dates ('real dates')2. /blog/date-ideas-bangkok ('date ideas Bangkok')3. /blog/first-date-ideas-bangkok ('first date')	<ol style="list-style-type: none">1. /dating-app-for-real-dates ('Tinder alternative')2. /blog/where-to-go-on-a-first-date-in-bangkok ('better than Tinder')3. /blog/how-to-plan-a-first-date-bangkok ('skip Tinder')

Rule: Never link to a page that doesn't exist yet. Only add internal links to pages that are already published on spark.love. Add links incrementally as each new page goes live.

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Metadata + Schema

SEO titles, meta descriptions, and JSON-LD for every page

Metadata is what appears in Google search results — the title and description that convince someone to click. JSON-LD schema is invisible code that helps Google understand your page better. Both must be added in Framer for every page.

In Framer: click on a page > go to 'SEO' settings on the right panel > paste the SEO Title and Meta Description from the table below. For JSON-LD, go to Page Settings > Custom Code > in the section.

Metadata Table — Phase 1 Pages

Page	SEO Title (≤60 chars)	Meta Description (≤155 chars)
/dating-app-for-real-dates	Dating App for Real Dates SPARK	Tired of swiping with no results? SPARK matches you around real experiences
/blog/date-ideas-bangkok	Best Date Ideas in Bangkok 2025 SPARK	From rooftop bars to comedy nights, discover the best date ideas in Bangkok.
/blog/first-date-ideas-bangkok	First Date Ideas Bangkok That Work SPARK	Swap the awkward coffee date. Here are the best first date ideas in Bangkok that
/blog/rooftop-date-ideas-bangkok	Best Rooftop Date Ideas Bangkok SPARK	Rooftop bars are perfect for dates. Here are the best rooftop date ex
/blog/wellness-date-ideas-bangkok	Wellness Date Ideas Bangkok SPARK	From yoga sessions to spa experiences, discover wellness date ideas in Bang
/blog/comedy-date-ideas-bangkok	Comedy Night Date Bangkok SPARK	Comedy is the best first date icebreaker. Find the best comedy show dates in
/tinder-alternative-real-dates	The Tinder Alternative That Gets Real Dates SPARK	Tinder alternatives for swipes. SPARK optimises for real meetings. Try the datin
/blog/where-to-go-on-a-first-date-in-bangkok	Where to Go on a First Date in Bangkok SPARK	Wonder where to take someone on a first date in Bangkok? Here are the bes

JSON-LD Schema Templates

Add the relevant schema block to each page's Custom Code section in Framer. Replace the bracketed fields with your page's actual content.

Article Schema — for all blog posts:

```
<br/>{<br/> "@context": "https://schema.org",<br/> "@type": "Article",<br/> "headline": "[H1 OF YOUR PAGE]",<br/> "description": "[META DESCRIPTION]",<br/> "author": { "@type": "Organization", "name": "SPARK", "url": "https://spark.love" },<br/> "publisher": { "@type": "Organization", "name": "SPARK", "url": "https://spark.love" },<br/> "datePublished": "[YYYY-MM-DD]",<br/> "mainEntityOfPage": { "@type": "WebPage", "@id": "https://spark.love/[SLUG]" }<br/>}<br/>
```

FAQPage Schema — add to every article with FAQ section:

```
<br/>{<br/> "@context": "https://schema.org",<br/> "@type": "FAQPage",<br/> "mainEntity": [<br/> {<br/> "@type": "Question",<br/> "name": "[QUESTION 1]",<br/> "acceptedAnswer": {<br/> "@type": "Answer", "text": "[ANSWER 1]" }<br/> },<br/> {<br/> "@type": "Question",<br/> "name": "[QUESTION 2]",<br/> "acceptedAnswer": { "@type": "Answer", "text": "[ANSWER 2]" }<br/> }<br/> ]<br/>}<br/>
```

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Social Content Pipeline

Instagram + Facebook captions from blog content — weekly workflow

The RSS-to-Social Workflow

Step	Action	Tool
1	Publish new blog post on Framer (spark.love/blog/...)	Framer
2	Copy the blog title, intro paragraph, and 3 key points	Your blog
3	Paste into Claude with the caption prompt below	Claude
4	Generate 2 Instagram captions + 2 Facebook captions	Claude
5	Review: check tone, remove any invented facts, add CTA	You
6	Schedule via Buffer, Later, or Metricool	Scheduling tool
7	Post Instagram: Mon + Thu Facebook: Tue + Fri	Platform

Caption Generation Prompt (Copy-Paste Ready)

CAPTION GENERATION PROMPT — paste into Claude

You are writing social media captions for SPARK — a dating app that matches people around real experiences (rooftops, wellness, comedy shows) in Bangkok and Singapore. Brand voice: warm, clever, premium, and human. Never sales-y.

Blog title: [PASTE TITLE]

Blog intro: [PASTE INTRO PARAGRAPH]

3 key points from the article: [PASTE 3 BULLET POINTS]

Generate:

- 2 Instagram captions (skimmable, value-driven, max 150 words, ends with soft CTA + 5 relevant hashtags)
- 2 Facebook captions (slightly longer, conversational, asks a question to drive engagement)
- Do NOT invent venue names or facts not in the blog
- CTA should be: 'Explore on SPARK' or 'Book it on SPARK' — not 'Download now'

Caption Templates by Content Type

Blog Type	Instagram Hook Template	Facebook Hook Template
Date ideas list	5 date ideas in Bangkok that aren't dinner. (Thread below)	Planning a date in Bangkok? These aren't your typical dinner-and-a-show dates.
Experience-specific	Rooftop. Sunset. Someone you actually like. That's a SPARK.	Was your first date in Bangkok with a view? Bangkok has some of the best rooftop bars in the city.
Comparison/Alt	Tired of swiping and never meeting? There's a better way.	If you're stuck in a loop of matches-but-no-dates, here's a better way.
Question/How-to	How do you plan a first date in Bangkok without it being awkward? Start here.	First dates are so awkward. But the venue makes a huge difference.

Content Posting Calendar

Day	Platform	Content Type
Monday	Instagram	New blog-based post (key insight or tip)
Tuesday	Facebook	Blog link share with question to drive comments
Wednesday	Instagram	Experience spotlight (rooftop / wellness / comedy)
Thursday	Instagram	Second caption variation from same blog
Friday	Facebook	Engagement post: 'What's your ideal first date in Bangkok?'
Weekend	Repurpose top post	Optional — repost best-performing content

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Visual Content Rules

Branded graphic guidelines for social and blog imagery

Brand Visual Identity

Element	Specification
Primary colour	Deep purple — #3D1A5E
Secondary colour	Teal — #2E8B8B
Accent colour	Gold/champagne — #C8960C
Background	White or very light grey (#F9F9F9)
Typography	Serif for headlines (Playfair Display or similar), Sans-serif for body
Logo	SPARK wordmark — white on purple, or purple on white
Photography style	Real people, real venues, warm lighting, authentic moments
Illustration style	Minimal, clean, premium — no cartoon or clipart

Image Dos and Don'ts

DO	DON'T
Use real Bangkok / Singapore venues	Use stock photos of generic Western cities
Show diverse, authentic people	Use overly posed, fake-looking stock couples
Warm, golden-hour lighting	Cold, clinical, or overly bright lighting
Minimal text overlay on images	Clutter images with too much text
SPARK purple as a consistent accent	Use random colours that break brand consistency
Show the experience (rooftop, wellness)	Show just the app UI — show the real-world result

Instagram Post Dimensions

Format	Dimensions	Use Case
Square Post	1080 × 1080px	Standard feed posts
Portrait Post	1080 × 1350px	Maximum feed real estate
Story / Reel Cover	1080 × 1920px	Stories and Reels
Carousel Slide	1080 × 1080px	Multi-slide educational posts

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Framer Setup Guide

Step-by-step CMS and SEO setup in Framer for spark.love

One-Time Framer Setup Checklist

Step	Action	Where in Framer
1	Create CMS Collection called "Blog Posts"	CMS > New Collection
2	Add fields: Title, Slug, Meta Description, Publish Date, Body, Featured Image, CMS Category	CMS Collection > Add Field
3	Create Blog Post template page connected to CMS	Pages > New > CMS Template
4	Add SEO Title and Meta Description fields to each page	Page Settings > SEO
5	Add JSON-LD schema to each page (Article + FAQPage)	Page Settings > Custom Code > Head
6	Connect sitemap to Google Search Console	Framer Settings > SEO > Sitemap
7	Submit sitemap: spark.love/sitemap.xml	Google Search Console > Sitemaps
8	Install Google Analytics 4 tracking code	Framer Settings > Custom Code
9	Set up Google Search Console property for spark.love	search.google.com/search-console
10	Verify domain ownership in Search Console	Search Console > Settings > Ownership

Publishing a New Blog Post — Step by Step

Step	Action
1	Open Framer > CMS > Blog Posts > New Item
2	Paste the article content into the Body field
3	Set the Slug exactly as specified in Section 27 (e.g. date-ideas-bangkok)
4	Paste the SEO Title from Section 30 into the SEO Title field
5	Paste the Meta Description from Section 30 into the Meta Description field
6	Add the JSON-LD schema from Section 30 to Page Settings > Custom Code > Head
7	Add internal links within the body text (3 links per article — see Section 29)
8	Publish the page
9	Go to Google Search Console > URL Inspection > paste the URL > Request Indexing
10	Repeat for every new page you publish

Pro tip: Submit your sitemap to Google once. In Search Console go to Sitemaps > enter spark.love/sitemap.xml > Submit. Google will then automatically discover new pages as you publish them.

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Weekly Automation Pipeline

Your automated weekly SEO content engine — runs every Monday

A scheduled task runs every Monday morning, generating your weekly content brief — so you always know what to publish next. This section describes the automated weekly content workflow for SPARK.

The Automated Weekly Workflow

Day	Task	Who / What Does It
Monday 8am	Scheduled task auto-generates weekly content brief	Claude automation
Monday	Review brief, approve article topic for the week	You
Tuesday	Prompt Claude to write the full article (use prompt in 34.2)	You + Claude
Wednesday	Review and edit the article. Add to Framer CMS.	You
Thursday	Generate social captions using Section 31 prompt	You + Claude
Friday	Publish article + schedule social posts for next week	You
Friday	Request indexing in Google Search Console	You

Weekly Content Generation Prompt (Copy-Paste Ready)

WEEKLY ARTICLE PROMPT — paste into Claude

You are writing for SPARK (spark.love) — a dating app that matches people around real experiences in Bangkok and Singapore. Core positioning: 'From match to meet — in moments'. Target reader: urban professional 25-40, Bangkok-based or expat.

Write a blog post for this page:

Target keyword: [PASTE KEYWORD FROM SECTION 26]

URL slug: [PASTE SLUG FROM SECTION 27]

H1: [PASTE H1 FROM SECTION 27]

Requirements:

800-1,200 words. Short paragraphs. Human tone.

Locally specific to Bangkok (or Singapore if July onwards)

Intro + structured sections + FAQ (3 questions) + CTA

CTA should feel natural: 'SPARK lets you book this directly' style — not 'Download now'

Do NOT invent venues or claims. Only include facts that can be verified.

Internal links: suggest anchor text for 3 internal links to other SPARK pages

Scheduled Automation Settings

Setting	Value
Task name	spark-seo-content-pipeline

Setting	Value
Schedule	Every Monday at 8:00am
Wave 1 (Weeks 1–10)	Bangkok P0 keywords (date-ideas-bangkok, first-date-ideas-bangkok, etc.)
Wave 2 (from Week 11)	Singapore P0 keywords — after July 2026

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90-Day Content Calendar

April – June 2026: Bangkok Only. Stay in this order.

This calendar shows exactly what to publish each week for the first 90 days. Stay in this order — it is designed so that each page builds on the last and internal links flow correctly.

Week	Publish Date	URL Slug	Target Keyword	Layer	Social Posts
1	Apr 7	/dating-app-for-real-dates	dating app for real dates	A	2x IG + 2x FB
2	Apr 14	/blog/date-ideas-bangkok	date ideas Bangkok	B	2x IG + 2x FB
3	Apr 21	/blog/first-date-ideas-bangkok	first date ideas Bangkok	B	2x IG + 2x FB
4	Apr 28	/blog/rooftop-date-ideas-bangkok	rooftop date ideas Bangkok	B	2x IG + 2x FB
5	May 5	/tinder-alternative-real-dates	tinder alternative real dates	A	2x IG + 2x FB
6	May 12	/blog/wellness-date-ideas-bangkok	wellness date ideas Bangkok	B	2x IG + 2x FB
7	May 19	/blog/comedy-date-ideas-bangkok	comedy show date Bangkok	B	2x IG + 2x FB
8	May 26	/blog/where-to-go-on-a-first-date-in-bangkok	where to go first date Bangkok	C	2x IG + 2x FB
9	Jun 2	REVIEW WEEK — analyse rankings + fix internal links		—	Repurpose top post
10	Jun 9	/blog/alternatives-to-coffee-dates-bangkok	alternatives coffee dates Bangkok	C	2x IG + 2x FB
11	Jun 16	/blog/how-to-plan-a-first-date-bangkok	how to plan a first date Bangkok	C	2x IG + 2x FB
12	Jun 23	/blog/outdoor-date-ideas-bangkok	outdoor date ideas Bangkok	B	2x IG + 2x FB
13	Jun 30	REVIEW + PREP — audit Bangkok pages, draft Singapore pages		—	Month recap post

July Onwards: From Week 14 (July 7, 2026), begin publishing Singapore pages. The Phase 2 calendar will be generated by the automated weekly pipeline using Singapore P0 keywords from Section 26.

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KPIs & Final Goal

What to measure — and what success looks like

These are the numbers that tell you whether the SEO strategy is working. Check Google Search Console weekly. Review these KPIs monthly.

Monthly KPI Targets

Metric	Month 1 Target	Month 2 Target	Month 3 Target	Where to Check
Organic sessions	200+	500+	1,000+	Google Analytics
Pages indexed	5+	10+	15+	Google Search Console
Average rank (top 10 keywords)	40–50	20–30	10–20	Search Console
App installs from organic	5+	25+	75+	App analytics
Instagram engagement rate	2%+	3%+	4%+	Instagram Insights
Facebook link clicks	50+/post	100+/post	200+/post	Facebook Insights
Internal pages linking to Layer A	3+	8+	12+	Manual audit

The Final Goal

Traffic is not the goal. App installs are the goal. Every SEO and social decision should be filtered through one question:

"Does this reach someone who is ready to go on a real date?"

If yes — publish. If no — improve it.

SPARK's 3 Target Audiences for SEO

Audience	Search Behaviour	SEO Layer
People ready to go on dates	Searching 'date ideas Bangkok' right now	Layer B — City pages
People frustrated with dating apps	Searching 'Tinder alternative'	Layer A — Conversion pages
People likely to install SPARK	Searchers with real date intent, not casual browsers	Layer A + B combined

Monthly Review Checklist

- Open Google Search Console — check which pages have gained / lost ranking
- Check which pages have the most clicks — invest more internal links into them
- Review bounce rate in Google Analytics — if >80%, the page needs a stronger CTA

- Count app installs attributed to organic traffic — is the trend going up?
- Review social engagement — which caption style gets the most saves / shares?
- Update the content calendar for the next month based on what's working
- Check internal links — make sure every new page is linked from at least 3 existing pages

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