



Analysis of current marketing:

Strategically: Boxabl is in an interesting position -- demand far outweighs supply from what I've read. I'd continue to promote the exclusivity of your solution (Rolex does this by producing only a limited supply and charging obscene premiums for the product). Unlike a luxury brand, though, Boxabl is affordable for everyone and should be marketed for all demographics. I'd continue to create allure around the brand name; I think building brand is the most important thing we can be doing right now. Additionally, I'd potentially look for ways to monetize your waitlist using new revenue streams aside from buying a tiny home prior to mass market launch.

Tactically: YouTube and Instagram are your two most high-yield, most engaged-with social channels. Boxabl is doing video right; I'd continue doing what you're doing while exploring new video tactics such as a fresh series that subscribers can binge on (e.g., "Unboxed: Touring New Units").

I've outlined opportunities and ideas for continued growth below.

Opportunities:

1] Develop Strategic Partnerships – Spread Awareness

Partner with companies in adjacent niches where consumers who may have an intent to move or buy a new property – but may not be aware of options like Boxabl– are likely spending their time learning/preparing. See what kinds of co-promotion or co-marketing opportunities can be gleaned to borrow their audiences/customers.

- Zillow, Trulia, Redfin, Realtor.com, Sonder
- Real estate brokerages / agents
- Solar companies, utility providers
- Celebrity endorsements/sponsorships (e.g., pay a few top influencers to make a post in a Boxabl)

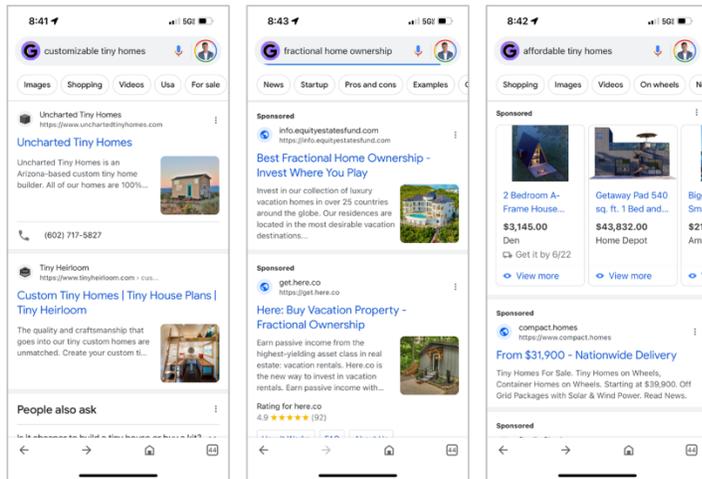
2] Keyword Bidding – Paid SEO – Target Key Phrases

Bid on relevant strategic keywords consumers are searching for around Boxabl's solutions. Consumers don't know what they want until they see it – so if they're searching about tiny homes or part-time residences, we should be showing up.

Possible keywords:

- Small home (1300 ams)
- Sustainable house (320 ams)

- Affordable tiny homes (100 ams)



3] Enhance Website Experience – Waitlist Communication

The website is good, but there’s opportunities to make it great with some consolidation, simplification, and improvement in messaging, navigation, narrative formation, and CRO.

- Build specific pages/posts geared to rank on the first SERP for top keywords our ideal customer is searching for. Current domain authority is 47. Get to 60 in 12 months.
- Upon landing on the website, it’s not clear to me, as an outsider, what the process of buying a Boxabl entails or how much it costs to buy. The site should walk visitors through the process simply and quickly.
- If not being done already, we should be communicating with our waitlist of 45k+ on a monthly basis with a newsletter.
- What if we reworked the blog into a true content hub, and branded it ‘UNBOXD’ or “BoxBINGE” and develop a show or program that our audience can literally binge on like a media property?

4] Sponsor Native Placements on Niche Outlets

Run sponsorships to build anticipation and awareness of Boxabl. Point people to the waitlist or e-newsletter in lieu of a sales page if we’re backlogged on orders.

- Real estate podcasts/influencers/YouTubers (“Today’s video/episode is sponsored by Boxabl ...”)
- YouTube video ads
- HGTV and similar publications
- Run native ads (advertorials) on blogs/media outlets pointing to website email capture

5] Increase Earned Media Footprint

Outline a strategy to continue promoting the company and the vision. Set up a system to ensure Galiano and Paolo or other evangelists are doing selective interviews on podcasts, media, etc.

- Podcasts (matchmaker.fm, Guestio, etc)
- Pitching select TV stations, talk shows, etc

6] Test Direct Response Mailer Campaign

With consumer attention currently focused on digital, there's a massive arbitrage play available via direct mail. A business like ours lends itself to this tactic perfectly.

- Pamphlet or 1-pager to claim a special offer (e.g, discount on Boxable once released)
- Sign up for the waitlist
- Watch special video just for you with discount awarded at end
- "Build a Box" – send a test segment a lego-like tiny house (to reinforce the concept) for a hands-on experience

7] Run Several Themed Boxabls on Airbnb – Drive Anticipation, WoM, & Excitement

As an awareness and PR strategy, we could get up a few themed Boxabls on Airbnb and create virality around them – with picturesque setups created on location so guests can take pictures and post to social media, tagging and promoting Boxabl.

8] Run Viral Giveaway Campaign

Organize a free giveaway for a lifetime ownership of a super nice Boxabl – or maybe three in key cities across the country. This WILL blow up... I'm 100% sure. Create a standard 15-second outro for all future YouTube videos; create a single "We're Doing a Giveaway" video; and create shorts for IG/TikTok promoting the giveaway. This will generate outsized returns for the awareness and attention it'll bring the brand. We could even create a new revenue stream by selling merchandise in the interim (until Boxabls can be mass produced) and make entrance into the raffle conditional on buying a tee shirt or whatever.