

## Executive Summary: The Public Bored – Billboard Media Reimagined

### Overview

The Public Bored is building the world's first *crowdsourced digital billboard network*—a new category of public media. Anyone can upload a message or image to a real billboard, vote on others, and watch their content go live. Think of it as *Airbnb for digital screens*—we don't aim to own the billboards, we empower the operators by opening new streams of revenue through public participation.

### What We Do

We're a service layer for billboard operators. Our platform helps them monetize idle screen time by letting the public buy access—one message at a time. Just like Airbnb turned homes into micro-businesses, we turn LED billboards into **portals for global expression**.

**Website:** [publicbored.com](https://publicbored.com)

**Company:** The Public Bored

### How It Works

- Upload text or images
- Community upvotes decide what airs
- Content streams live on billboard + online 24/7
- Users manage everything with self-serve accounts
- Moderation built-in for safety and quality

### Billboard Pilots & Results

1. **Denver (Mobile Billboard @ Conference)**
  - 700+ people created accounts
  - Live billboard truck outside the venue
  - Attendees uploaded content in real time
2. **Lisbon (Indoor Billboard @ Conference)**
  - 1,500+ users
  - Content streamed live inside the venue
  - High engagement from attendees
3. **Minot, North Dakota (Outdoor Billboard Pilot)**
  - First permanent location
  - Live 24/7 at [publicbored.com](https://publicbored.com)
  - 35 active paid members, 40% trial conversion, 80% month-2 retention
  - Hundreds of uploads: crypto memes, personal shoutouts, pet pics, and more

### Monetization Model (*Live Now in Minot, ND*)

- \$20/month membership
- 24x 8-second slots per day (1 per hour)



- Free 24-hour trial
- Members see their content on the physical board, streamed online, and shared socially

### **Our Vision**

This isn't just an economic shift—it's philosophical, ideological, and civilizational. **The Public Bored is giving people real-world reach—turning screens into stages for the everyday person. As we scale, we'll unlock a new kind of public expression—one billboard at a time.**

### **Next Steps**

We're preparing to shut down the North Dakota location and shift our full focus to a major upgrade and complete relaunch of the platform. This next chapter will take place on a massive, high-impact digital screen in Nashville. All the lessons, feedback, and technology we've developed so far are being rebuilt from the ground up for this next evolution of The Public Bored.

More on the Nashville relaunch to follow in the next section.



## Executive Summary: Nashville Billboard Launch – Needs & Ideas

We're preparing to launch a flagship experience on a top-tier digital billboard in Nashville — one of the most premium outdoor media assets in North America. The plan is to run 30 minutes of content daily from **7:00–7:30 PM Central Time**, 7 days a week, offering approximately **210 unique 8-second spots per day (~6,400 per month)** for public, crowdsourced content — from text-based messages to full designs. Pricing could range from **\$25 to \$200 per spot**, attracting users globally who want social flex, creative expression, or branded visibility.

This summary outlines early ideas and opportunities for shaping the launch. Nothing here is set in stone — I'm the CEO and final decision-maker, so we have full creative freedom to workshop, redesign, or prioritize however best serves our mission of launching with maximum cultural impact.

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### Strategic Areas for Exploration:

#### 1. Pricing & Packages

- We could keep it simple with **one flat-rate offering**, or introduce a **tiered menu** that scales up to premium packages in the thousands.
- Would love input on how best to structure this — whether to mirror our North Dakota setup or introduce something totally new.

#### 2. Website Revamp

- We may be able to **reuse the existing North Dakota system** and just swap in the Nashville visuals and copy.
- Or, we could **redesign the platform entirely from scratch**, with updated landing pages, onboarding flow, and user tools. Need help prioritizing what's essential vs. what can evolve later.

#### 3. Gamification

- This isn't required — but it was the **primary viral engine** behind our Denver and Lisbon campaigns.
- If we choose to gamify again, we could include streaks, daily login rewards, challenges, or social sharing quests, all fully customizable. Input welcome on how far to lean into this.

#### 4. Email Sequences

- Automated welcome flows, follow-ups, and re-engagement emails are needed to **increase conversions and keep people active**.
- Messaging can be playful or branded depending on the final direction we choose.



## 5. Influencer & Creator Strategy

- We plan to recruit at least **50 influencers** (local and travel creators) to seed the campaign.
- Opportunities include promo codes, hashtag contests (e.g. **#PublicBoard**), video content, and upvoting participation.
- Their messaging and reward structures will need to be clearly defined.

## 6. Referral & Viral Loops

- We'd like to build a **tracked referral system** that rewards users when others sign up or purchase through their unique link.
- Could be free spots, exposure boosts, digital badges — open to ideas.

## 7. Grand Opening Experience

- Possibilities include: **Drone footage, rooftop livestream**, local event partnerships, and **live DJ and dancers** in front of the board to create a local spectacle.
- We're exploring involvement with **tourism companies, local businesses, and city engagement**.

## 8. Back-End Scalability

- The system needs to scale to future cities (e.g., **Miami, Times Square, Atlanta**).
- Assessing automation, moderation tools, and UI flexibility will be key.

## 9. Target Audience Definition

- Who are we primarily serving here? **Locals, tourists, global meme-makers, digital artists, entrepreneurs?**
- This will inform what support and inspiration we give users for content creation.

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## Next Steps

Our immediate next step is to **sunset the North Dakota location** and reallocate our energy and resources toward Nashville, bringing forward all the lessons learned in Lisbon, Denver, and Minot. The Nashville board represents a major upgrade — in size, cultural impact, and commercial opportunity — and we want this relaunch to reflect a **full makeover of our brand and platform**.

I'm seeking help now to:

- Workshop these ideas with creative and strategic input
- Identify the highest-impact areas to prioritize



- Decide whether to build entirely new systems or iterate on what we've built so far
- Design the most effective launch sequence possible, both locally and online

This is our opportunity to **prove the model at scale**, generate new recurring revenue for billboard operators globally, and establish **The Public Bored** as the go-to platform for creative outdoor expression — a kind of **Airbnb for digital billboards**, where **we don't own the boards**, we **unlock their cultural value**.

Website: [publicbored.com](https://publicbored.com)

Company: **The Public Bored**

Let's make this unforgettable.



## Lessons from Minot → Success in Nashville

After the Minot, North Dakota experience, where we poured ourselves into the work but faced discouragingly low conversions, we're ready to channel those lessons into a bold relaunch.

The most common feedback? The location felt too remote, and the billboard experience came off more as a novelty than a must-have. That stung. But the emotional and behavioral data we gathered gave us the clarity to reset, reposition, and relaunch with purpose.

## Strategic Insights

- **Conversion Challenge in Minot:**

We attracted over 10,000 website visitors, but only about 100 converted to a free trial (1%). While our conversion from free trial to paid was ~40%, and our month-to-month retention was ~80%, both strong, the initial visitor-to-trial rate was very low. Feedback suggests that the remote North Dakota location dampened excitement. The project was often seen more as a novelty than something solving a meaningful problem. That feedback hurt, especially after all the work we put in, but it's been invaluable.

- **Emotional > Financial**

One key takeaway is that people bought in not just for the value of the billboard time itself, but because they resonated with the *vision* of something bigger. They saw a movement forming. They wanted to be a part of it while it was still Day 1. That emotional connection, feeling like an early supporter of a cultural moment, is what drove many of the purchases, and that's where we can lean harder in this next chapter.

- **Branding Re-evaluation**

The name *Public Bored* and our original hero text, "Get on a boring billboard", were meant to be tongue-in-cheek. It worked in North Dakota by **acknowledging the obvious**, but it may have had unintended consequences. While self-aware, it may have undersold the vision and come off as gimmicky or uninspiring. If people already see us as a novelty, this language may reinforce that perception. We may need to consider a full rebrand: name, hero copy, website messaging, and even our core offer, designed not around a joke, but around a movement worth rallying behind.



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## Success Metrics (Cross-Stakeholder)

### ✓ Emotional Success (You & Co-Founder)

- Feel creatively alive, financially motivated, and fully engaged.
- Rebuild confidence after the discouraging experience in Minot, this launch should feel like true forward momentum.
- Sense that this is *the* right project to fully commit to long-term.

### ✓ Financial Success

- **Day 1:** \$1,000 revenue through influencer-driven activations (e.g., 10 customers at \$99, or 20 at \$49).
- **Week 1:** \$2,000+ signals healthy early buzz.
- **Month 1:** \$5,000 = minimum viable traction; \$10,000 = validated success.
- **Month 2:** \$15,000–\$20,000 (cumulative \$25k–\$30k) = green light for expansion.
- **12-Month Target:** \$50,000/month recurring revenue.

### ✓ Investor Perspective

- Hitting \$5k+ in Month 1 and \$10k+ in Month 2 proves market demand, validates the unit economics, and demonstrates viral growth potential.
- Builds confidence for investor re-engagement, and supports conversations for future board expansions (e.g., Times Square, Miami, Atlanta).

### ✓ Market Perspective

- Community excitement → public social posts, word-of-mouth referrals, and organic content creation.
- Influencer content → viral loops and local street cred.
- Unique stories → press, podcast interviews, newsletter features.

### ✓ Billboard Owner Perspective

- Seamless operations, no maintenance required.
- Reliable, aligned partner (you) → long-term confidence and renewal.
- Immediate local buzz → proof of concept for future cities.



## Nashville Launch

### Primary Messaging

- Be part of the democratization of billboards / of messaging / of expression

### Secondary Messaging

- Share your message. Amplify your brand. Spread happiness. Spread kindness.
- Reach-driven by influencer marketing
- **Call to Action:** Use my code [ ] for \$30 off! (either for month of August, or the first 100 people, or other time-sensitive urgency)

### Pricing Model

- \$149 - one-time fee for posting (8 seconds with photo + video)
- \$99 subscription that gives two posts per month (50% cheaper and 100% increased value) – cancel anytime

A dozen boards:

\$10k grand a month

A dozen cities, this will work in //

\$10k grand a month

30 minutes

7 days a week

210 rotations a day

Each rotation is \$49.50

365 days a year

= \$3,794,175 TOTAL REVENUE PER ONE BOARD FOR ONE YEAR

Board Expense: \$4,000 a month (\$48,000 per year)

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### From chat on 8/8/25

- Priority is customer acquisition
- Review with Eric what is in place for people who have made an account but haven't bought anything yet
- **Go Live Now** is being used as the Call-to-Action all over the website — would consider changing this up, because if I'm on the website and curious about the next step, I don't feel ready to "go live now" – but I am interested in creating a free account and seeing what I can do in the backend and exploring more. I think we need a next step for a user



who is in that place (they are curious...they're interested...but they aren't ready to go live yet)

- How can we harness previous customers from North Dakota – email them with a message that's like “we just launched in Nashville!” – share the vision with them, get them bought in, explain why this is exciting and how they can be part of it, and why they should care, why they should want to be part of this
- In the [IG content](#), we are missing the messaging around why people should care...or like how can this be used for YOU, for YOUR community, etc. Can include this at the end of captions that we post – and in Stories that are reshared (can give you some template language for this the social media person can use)
- Let's talk more about what's happening on Twitter — and how we can channel that for acquisition
- Acquisition channels – how can we channel groups and communities (communities amplify trends!!) — sports groups / leagues, dance teams, schools (the thing is that all of these will take time to grow...like 1 - 2 years before things start to catch on, but once they do, they will for sureeee. What's your runaway here? We have to think about things like, how is someone going to use this? They are probably going to post once a year for a special occasion (someone's birthday, a team/group anniversary (sports leagues, communities, dance teams etc. OR we can try to get into gaming / online areas where people are logging in EVERY DAY and playing (crypto / tech / gaming ... youtubers ... but we have to see how this is going to translate to sales...use example of Hugh (old roommate)....the best customers of influencers are probably going to be up-and-coming influencers (this is the same in the dance world) – people who also want to be in the world and are earlier on in their journey. They are looking for ways in...and they are willing to pay for it...

## **Website Updates** 📌

NAV BAR:  
Update

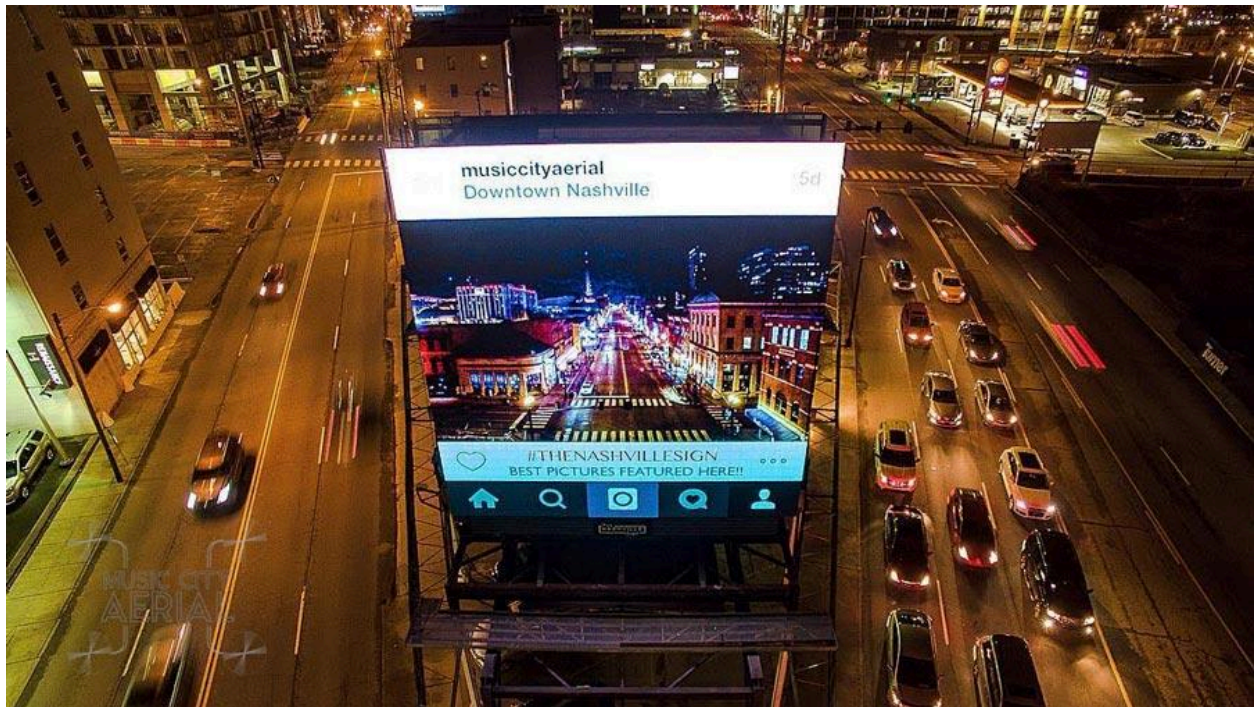
HOME PAGE

## **The World's First Crowd-Sourced Billboard.**

Post anything — a shoutout, a joke, a brand. Upvote on what gets displayed. You control the content.



New Image needed: Possibly use this for now until we create our own unique promo video



[Join the movement]

1

### Create your account

Enter your email to get started. We'll send you a quick verification link - no passwords, no fuss.

2

### Upload your message

Write some text or upload an image. Your content goes into the approval queue instantly. Refer to our [content guidelines](#) for more information.

3

### Go live on the billboard

Once approved, go live on our massive 48ft x 14ft digital billboard - and we'll send you a photo to share. You can also upvote on content posted by others. Upvotes get more time on the billboard.



(changes to steps 2 & 3)

Combine Steps 2 & 3 together, to be 'Upload & Go Live!

(description) Write some text or upload an image. Pick which day to go live, then once approved, you'll be on the screen and we'll send you a photo! Refer to our content guidelines for more information.

New Step 3: Upvote your favorite content!

(description) More upvotes = more screen time! So find your favorite messaging by others and support them with an upvote! Ask your friends to support you too, it's free for everyone to participate.

Watch your content LIVE on one of the most iconic digital screens in North America. Every day between 7:00 PM and 8:00 PM CT, right in the heart of downtown Nashville!

[ Add Call to Action Button Here: Go Live Now]

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Remove Founder Pass section and replace with this section:

[ Image of Nashville  
Sign here ]

## **Changing a 100-Year Model**

We're changing an industry and opening it to the people like never before. This isn't just a billboard, this is a platform to light up moments and messages that matter, right in the heart of downtown Nashville.

**Reclaim the Skyline. Rewrite the Rules.**

[Share your Content Now]

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# FAQs

You've got questions? We've got answers.

## How do I post a message?

## What should I post?

Anything you want, as long as it follows our [content guidelines here](#). This is your space to create.

Here are some ideas:

- Birthday Shoutouts
- Company Logo
- Art
- Happy Mother's/Father's Day
- Celebrations
- Memes
- Congratulations!
- Get Well Soon
- Thank You's
- Selfie
- Dog or Cat Picks

The sky's the limit with what you can create! Browse past content here or DM @publicbored on Twitter if you'd like to brainstorm with our team!

All content is subject to approval. We reserve the right to reject any content for any reason.

## How much does it cost?

### One-time moment of fame:

Just **\$149** gets you a full **8 seconds of screen time**, plus a **high-quality photo and video** of your message on the big screen — yours to keep forever.

### Want more visibility?

Subscribe for only **\$99/month** and get **two 8-second spots every month** — that's double the exposure at **less than half the price per feature**.

Each appearance can feature **new content or repeat your favorite** — it's totally up to you.

**12 moments = 12 unique messages** (or one message that leaves a lasting impression all year).



(internal note: this pricing is subject to change, and likely to change based on market feedback)

### **Can I edit my message after posting?**

Messages can be edited up to 6pm CT each day, this gives us 1hr to update the screen with your content before going live around 7pm CT.

### **What's this all about?**

### **How long will my content be displayed?**

You'll be live for 8 seconds, for each of your postings.

One-time purchases = one single 8 second moment of fame.

Subscribers = two moments of fame per month, 8 seconds each.

### **How do I get a photo of my content on the billboard?**

### **Where is the billboard located?**

You'll find this iconic billboard, **Nashville sign**, right where the city's music story begins, at the bottom of **Broadway**, facing **Riverfront Park** and the **Cumberland River**. It's a perfect photo op before heading up Broadway, where live music spills out of every honky tonk and neon lights glow into the early morning. From this vantage point, you're standing at the gateway to Nashville's most legendary street.

### **How does upvoting work?**

Anyone with a free account can upvote content posted by others. The more votes something receives, the more time it gets on the billboard, so make a free account here, and upvote for your favorites!

### **Can my content be shown more than once an hour?**

Yes! Upgraded options allow for up to 50 rotations per day within this community initiative, or more through custom packages for maximum exposure!

(The answer will likely change based on the new pricing model and product offerings)

### **Why do I have so many questions?**

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**Ready to see your message on the big screen?**



[Claim your spot now]

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<https://publicbored.com/content-feed>

→ Need to make it clear at the top of this page that it's FREE to upvote content (and that you don't need to actually post anything to vote)

## Upvote Live Content

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### **STRATEGY #2**

Influencer puts up their content — they say to their audience, normally the retail value of this is \$750, but Public Bored is democratizing messages, and you can now do that for \$149. // Use my promo code for a \$30 discount during the month of August / First 100 people

To convert whoever signs up into a repeat user

**Email drip**

Somehow capture anyone who abandons a cart into a first-time user

**Email drip** (for now, we can just send email blasts for abandoned carts)

Help me upvote my content → make a free account with my code and upvote my content

**Email drip** (help me out – heart string) – paid account

Contest → Make a free account with my promo code, and we'll pick a few winners for a free spot (it's the easiest & we want them to be excited about getting on the board)

**Email drip**



→ Goal: Validate the real price of what you are trying to launch in Nashville (which is around \$150 for 8 seconds + photo + video)

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## Gamification / Leaderboard

- Instagram (1 time)
- Facebook (1 time)
- Twitter (1 time)
- Follow on Threads
- Follow on TikTok
- Follow on LinkedIn

Promote

Submit an interesting design (max 1 per month)

Reddit

Questions – Answer a question?

Viral Share

Loyalty Bonus

→ **The more things you do, the more points you get** ←

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## Email Campaign Structure Overview



### Onboarding

1. Welcome – Free Account
2. Welcome – Paid (One-Time)
3. Welcome – Paid (Monthly Subscription)



### Activation

4. How Voting Works + Leaderboard Rewards



5. Upload Content & Join the Movement
6. Livestream & Community Time
7. Coordinate a Selfie / Live Moment

## Engagement

8. Featured Community Content of the Month
9. Earn Extra Display Time: Social & Leaderboard
10. Billboard Expansion: Lighting Up the World

## Recommended Additions

11. You Haven't Voted Yet – Reminder
  12. You're Trending! Celebrate + Share It
  13. Leaderboard Status Update
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## Email 1: Welcome to the Movement (Free Account)

→ They haven't taken any action yet; we don't know if they are going to upvote or post yet

**Subject:** Welcome to the movement! 💪

- **Send Trigger:** When a free account is created
- **Send Timing:** Immediately
- **CTA:** "Join the Leaderboard"

### **Body Copy:**

Welcome!

You're now part of Public Bored, a digital movement reclaiming the skyline and giving real people access to one of the most powerful platforms on the planet.



**How It Works:** Every day, messages from the Public Bored community take over one of the most iconic billboards in downtown Nashville — no brands, no filters, just people. We're ending a century of corporate control and giving the platform back to YOU.

**With your free account, you can now:**

- Upvote your favorite posts (more upvotes = more screen time)
- Help others rise to the top
- Earn leaderboard points to unlock your own moment in the spotlight

[Start upvoting!]  
[Join the leaderboard]  
[Watch the Livestream]

Let's light up the world, starting with Nashville.

— The Public Bored Team

**Design Notes:**

- Include a photo of the Nashville billboard lit up at night
- Add a leaderboard preview graphic
- “Join the Leaderboard” = primary CTA button
- Footer: link to FAQ and community Discord/Forum

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**Email 2: Welcome – One-Time 8 Seconds of Fame**

→ They have uploaded their content but still need to pick a GO LIVE DATE

**Subject:**

- You're officially (almost) famous ✨
  - Don't forget to schedule your content!
  - Don't forget to choose your Go Live date!
  - More action required 🚨
- 
- **Send Trigger:** When a one-time paid post is completed, but a “Go Live” date has not been chosen yet
  - **Send Timing:** Immediately
  - **CTA:** “Choose Your Day To Go Live”



## Body Copy:

Hey there!

Your moment is ready. All that's left to do now is choose your date to GO LIVE on the big screen!

[ Choose Your Date Now ]

P.S. We take a high quality photo + video of each post that goes live on the billboard, so you can share your moment with the people who matter most,

~~P.S. We take photos of everyone's content on the board and email them to the email address you used when creating your account, so you'll have real world proof of and can re-share / re-live this moment with your friends and family as many times as you want.~~

If you want a more custom experience, feel free to \_\_\_\_\_ here!

## Design Notes:

- Hero image: stylized countdown clock or spotlight graphic
- Add a testimonial-style pull quote from a past participant
- CTA should scroll to choose Go Live date form


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## Email 3: Welcome – Monthly Fame Subscription - **REVIEW**

→ They have purchased a monthly subscription

For the first time, creators like you are on equal footing with the biggest spenders.

## Subject:

- Two Moments of Fame. Every Month.
- The megaphone is now YOURS 📣
- Welcome! Your Public Bored membership details are inside
-  Details about your Public Bored membership inside
- For the first time, creators like you are on equal footing with the biggest spenders.



- **Send Trigger:** When the monthly plan is purchased
- **Send Timing:** Immediately
- **CTA:** "Upload This Month's First Message"

**Body Copy:**

Woo hoo! Congrats on becoming a Public Bored subscriber! Your message and your moments are about to get a whole lot more screen time.

**As a member, you get:**

Two personalized billboard displays each month. Simply log in, upload your content, and choose your go-live date. Unused credits roll over as long as your account remains active!

A high-quality photo + video of each post that goes live on the billboard. Share with your community, on social media, and with the people who matter most.

Ability to edit your message and content anytime before it live. Because we know sometimes things change.

Community spotlight on your chosen live date. Grab some popcorn and settle in. It's pretty magical when you see YOUR content go live on the big screen via our livestream.

👉 [Upload Your Next Message]    👉 [Upvote Content in the Community]

— The Public Bored Team

**Design Notes:**

- Visual timeline showing "2 per month" example with months
- Add CTA near top and bottom of email
- Highlight value vs single-use

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## **Email 4: How Voting Works + Leaderboard Perks**

**Subject Line:**

- Vote. Earn. Amplify. Here's how it works

**Send Trigger:** 1 day after free account sign-up



## **CTA: “Explore the Leaderboard”**

**Messaging notes:** This needs to be more like “be part of the content selection process! You control the content vibe. Upvote now” – like get them more excited about overall what we are creating – the world’s first crowdsourced billboard

### **Body Copy:**

Hey there!

Have you started voting for your favorite content yet?!

With your free account, you can upvote your favorite posts and help decide what gets featured each night on the livestream.

More votes = more time on the billboard, so start voting and boost the ones you love!

### **How It Works:**

Every upvote you give earns you points

Top scorers on the leaderboard win free display time to share their content on the billboard

Bonus points for referrals, social shares, and forum posts

This isn’t just a billboard — it’s a revolution in who gets seen and heard.

You’ve got the joystick. Start playing.

👉 [Explore the Leaderboard] 👉 [Refer a Friend, Earn Points]

### **Design Notes:**

- Use gaming-style leaderboard mockup
- Add graphic showing "Vote → Earn → Get Featured"
- CTA buttons with icon emojis to drive action

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## **Email 5: Upload Your First Message**

**Subject:** It’s time to create your Billboard moment ⚡

- **Send Trigger:** After they have made a free account (but not posted yet)



- **CTA:** “Upload Content”

**Subject line:** It's time to create your Billboard moment 🎤 (mic makes me think of signing — can we do something else here\_)

**Body Copy:**

Let's turn your idea into a full-screen moment.

Here's what works well:

- 🎉 Birthday or engagement shoutouts
- 🎸 Music drops or QR codes to your album
- 💍 Marriage proposals, brand launches, and moments that matter

Display time: Daily (the global community hour)

Your billboard moment includes a high-res photo + 15-second video. Yours to keep.

👉 [Upload Content Now]

Got questions? [Check the FAQ] or [Join the Community Forum]

— The Public Bored Team

**Design Notes:**

- Display carousel of great past billboard posts
- Optional: video background of billboard in action
- Call-to-action button should glow or pulse subtly

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**📺 Email 6: Watch the Livestream**

→ *Livestream is a highly trafficked part of the website.*

**Subject:** Your content goes LIVE tonight! 🧑‍🎤

**Send Trigger:** Send at 8:00 am to the customer on the day they chose to go live

**CTA:** Tune in Tonight

Body Copy:

Tonight, the messages of the world take the stage.

7PM – 7:30PM CT. Every night.



- 👥 See who's lighting up the billboard
- 🌐 Watch the global movement in real-time
- 🗳️ Vote for your favorite messages

👉 [Watch the Livestream]

👉 [Vote Now for Your ]

Our 30-minute community segment goes live between 7:00 PM and 8:00 PM CT.

You'll know it's starting when you see 3 - 2 - 1 flash on the screen (30-second warning)

Grab some popcorn. It's showtime.

#### Design Notes:

- Add GIF or video preview from livestream
- Add a countdown or clock icon

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## 🎉 Email 7: Get Featured on the Billboard in Real Life

**Subject:** Want to Be on the Billboard *With* Your Billboard?

**Send Trigger:** 3 days after any post is uploaded

Length: Long-form (scroll-style)

CTA: "Schedule a Live Selfie Moment"

Body Copy:

What if you could dance, sing, or propose *while* your billboard lights up behind you?

We've seen it all:

- 💍 Marriage proposals
- 🎸 Street musicians performing to their own QR codes
- 👯 Bachelorette parties lighting up Nashville

Want your own moment?

- 📸 We'll help you schedule it
- 👥 We'll film it if you'd like
- 🔥 We'll feature it across our channels

👉 [Schedule Your Billboard Moment]

Make it real. Make it legendary.

#### Design Notes:



- Large full-width photos of people at the billboard
  - Use emotional and bold copy headers
  - Add testimonial quotes
- 

## ✨ Email 8: Featured Community Content of the Month

Subject: This Month's Billboard Legend 🏆

Send Trigger: Monthly on the 1st

Length: Medium

CTA: "View the Hall of Fame"

Body Copy:

Every month, one post stands out — creative, heartfelt, unforgettable.

🎉 This month's feature: [Name or Title]

💬 Why we loved it: [Brief reason]

📸 Watch the moment [link to photo/video]

Want to be next?

👉 [Get Featured]

👉 [Upload Your Post]

You don't need a brand. You need a voice.

— The Public Bored Team

**Design Notes:**

- Large featured image of the winning post
  - Hall of Fame gallery link at the bottom
- 

## 🧩 Email 9: Ways to Earn Free Display Time

Subject: Want Free Billboard Time? Here's How.

Send Trigger: 5 days after free account sign-up

Length: Scroll-style long-form





CTA: "Start Earning"


Body Copy:

You don't have to pay to play. Just participate.



Earn billboard moments by:

-  Voting daily on the leaderboard
-  Sharing your referral link
-  Engaging in the community forum
-  Tagging us in social shoutouts

 Top users every month get bonus display credits

 [See All Ways to Earn]

 [Check Your Leaderboard Score]

Join the movement. Grow your voice. Get on the board.

**Design Notes:**

- **Visual grid of “Earn” actions**
- **Add social media icons with tags/handles**
- **Progress bar showing how close to next reward**



## NOTES IGNORE BELOW THIS LINE

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Influencer Update

Current rate, \$40k placement

The Launch

- Airbnb Experience (get yourself on the biggest billboard)

Launch Week

- Next weekend:
- Influencers posting
- Posting to different websites

Messaging for influencers

Influencer messaging for their audience

So that their audience wants to TAKE ACTION

45 active customers in North Dakota — what is their next step

- We want their audience to vote and upvote their content – whatever content gets more votes, gets more screen time

Nashville

- \$400 - \$1,000 a month normally
- Fractionalizing that space //

Have Fun!

Could give free spots for a contest or something

8 seconds of fame with a photo & video – Public Bored provides the photo & video

### **OFFER**

7 - 7:30 PM, every day in Nashville (customer can choose the day, but not the exact time within the time slot)

Artists / poets / activists

10 Influencers



## **STRATEGY #1**

Influencer puts their content up – posts about the message/what Public Bored is setting out to create/achieve — call to action: Enter by X date, time for the chance to see your message on this board FOR FREE

Choose X free winners – and then try to convert them into paid

(This builds upon the strategy tested from North Dakota, that free to paid is high conversion and will work for us – however, we would still need to build out a strategy for what/how we are going to convert those free users into paid users)

## **STRATEGY #2**

Influencer puts up their content — they say to their audience, normally the retail value of this is \$750, but Public Bored is democratizing messages, and you can now do that for \$149. // Use my promo code for a \$30 discount during the month of August / First 100 people

To convert whoever signs up into a repeat user

**Email drip**

Somehow capture anyone who abandons a cart into a first-time user

**Email drip** (for now, we can just send email blasts for abandoned carts)

Help me upvote my content → make a free account with my code and upvote my content

**Email drip** (help me out – heart string) – paid account



Contest → Make a free account with my promo code, and we'll pick a few winners for a free spot (it's the easiest & we want them to be excited about getting on the board)

### **Email drip**

→ Goal: Validate the real price of what you are trying to launch in Nashville (which is around \$150 for 8 seconds + photo + video)

Update Home Page:

- Update Hero Text
  - The world's first crowd-sourced billboard. Call to action: Be Part of It
    - How It Works:
      - Share your message with the world / Share your message on one of the biggest billboards in the world, for a fraction of the cost / You've got a message. We want to share it. / You've got a message. We're here to share it.
      - Spread happiness. / spread positivity.
- - Add a widget that talks about the bigger vision of what we're talking about. Be part of a movement. Be part of democratizing access. Become a founding member /

### **Primary Messaging**

- Be part of the democratization of billboards / of messaging / of expression

### **Secondary Messaging**

- Share your message. Amplify your brand. Spread happiness. Spread kindness.

### **What we need to execute:**

- Messaging for Influencers (messaging one-pager)
- Email messaging – 3 Email Drips for each type of user
- Keep the company name for now
- Home page updates

### **FUTURE IDEAS**

Contest → Make a free account and upload a design (and you might win a free spot on the billboard)

### **Email drip**

→ One email a day for the first seven days

Public Bored Messaging | Update home page



Public Bored Messaging | Landing page for each influencer? (template, but with code & tracking) or one landing page with different codes

What is set up right now:

Email Drip:

Free Account:

Hey, I'm a dude with a billboard, thanks for checking this out.

Credit Card:

says you can also get your message on the Public Bored for a fraction of the price — for this weekend only – it's just \$5 – special launch pricing

Bring in some revenue from those who pay \$5 (or could make it \$1), and then try to convert them into higher-paying customers (need to develop a strategy and execute a plan for this)

Normal retail value is \$750

Public Bored retail value is \$149

### **STRATEGY #3**

Possible to have different themes that you keep launching – so like one theme a month or something — or one theme a week to get different groups of people motivated around a cause they believe in — or something they are passionate about, each time increasing reach, building audience, and bringing in a chunk of new users and new revenue

packages at \$150

August 1st //

Spread happiness

Kindness. Pass it On.