

PulseLoop X5 Launch Distribution Plan

Campaign Duration: Q4 2025 – Q1 2026 (6 months)

Total Budget: \$95,000

Executive Summary

This distribution plan outlines our go-to-market strategy for launching the PulseLoop X5. We aim to achieve 8,000 units sold in the first six months with a customer acquisition cost (CAC) under \$50.

Target Audience

Fitness Enthusiasts

- Age: 25–42
- Gym members, runners, track workouts regularly
- Need better recovery insights

Wellness Seekers

- Age: 28–50
- Meditation practitioners, prioritize sleep
- Looking for stress management solutions

Biohackers

- Age: 24–45
- Data-driven, early adopters, optimize health metrics
- Want deeper insights and data integration

Distribution Channels & Timeline

Phase 1: Pre-Launch (Months 1-2)

Budget: \$15,000

Influencer Partnerships

- Partner with 10 fitness influencers (50K-200K followers each)
- Instagram posts and Stories showcasing device features
- Budget: \$12,000

Social Media Setup

- Launch Instagram and Facebook business pages
- Post 3x per week with product teasers
- Budget: \$1,000

Website Launch

- E-commerce site with product information
- Email capture for launch notifications
- Budget: \$2,000

Goals: 2,000 email signups, 5,000 social followers

Phase 2: Launch (Months 3-4)

Budget: \$50,000

Paid Social Advertising

- Facebook and Instagram ads targeting fitness enthusiasts
- Focus on product features and specifications
- Budget: \$30,000

Google Search Ads

- Target keywords like "fitness tracker" and "health wearable"
- Budget: \$12,000

Email Marketing

- Send launch announcement to email list
- Weekly promotional emails
- Budget: \$2,000

Influencer Content

- Continue with 5 additional influencers for launch week
- Budget: \$6,000

Goals: 3,500 units sold, 15,000 website visits

Phase 3: Growth (Months 5-6)

Budget: \$30,000

Increased Ad Spend

- Scale up Facebook/Instagram campaigns
- Add YouTube pre-roll ads
- Budget: \$22,000

Amazon Launch

- List product on Amazon marketplace
- Budget: \$3,000

Retail Outreach

- Contact 30 sporting goods stores for shelf placement
- Budget: \$2,000

Referral Program

- \$20 discount for referrals
- Budget: \$3,000

Goals:: 4,500 additional units sold, 10% referral participation

Budget Allocation Summary

Channel	Budget	% of Total
Paid Social Media (Facebook/Instagram)	\$52,000	54.7%
Influencer Marketing	\$18,000	18.9%
Google Search Ads	\$12,000	12.6%
Email Marketing	\$2,000	2.1%
Amazon & Retail	\$5,000	5.3%
Website & Tools	\$3,000	3.2%
Referral Program	\$3,000	3.2%
Total	\$95,000	100%

Summary

Primary Metrics

- Total Units Sold: 8,000 in 6 months
- Customer Acquisition Cost: Under \$50
- Return on Ad Spend: 3:1 minimum
- Website Conversion Rate: 2.5%+

Channel Metrics

- Social media engagement rate: 3%+
- Email open rate: 25%+
- Paid ad click-through rate: 1.5%+