

2night

GO-TO-MARKET & MARKETING PLAN

Building Uganda's social discovery infrastructure — from Kampala launch to weekly habit.

Execution-Ready Plan · 2026

THE OPPORTUNITY

Kampala's social life is happening — it's just impossible to find

THE PROBLEM TODAY

- ✗ Fragmented across 6+ platforms
- ✗ Events missed or discovered too late
- ✗ Venue activity unknown until arrival
- ✗ Slow coordination via group chats

WITH 2NIGHT

- ✓ Single real-time discovery layer
- ✓ Live event and venue activity feed
- ✓ Instant coordination via Beacons
- ✓ Real-time social density on the map

THE CAMPAIGN BIG IDEA

“2night is Your Plug.”

Whatever you're looking to get into tonight, plug into what's happening on 2night.

Find it. Join it. Live it. 2night.

Don't go out blind.

What's happening 2night?

Five objectives, one underlying goal

1

Establish the Brand

“Happening plug” recognised as 2night's territory

2

Acquire the First Community

Downloads that convert to activated users, not installs alone

3

Build Supply Before Demand

Ecosystem targets hit before mass consumer marketing begins

4

Establish Repeat Behaviour

Thu–Sun becomes a recognised weekly usage ritual

5

Build Valuable Partnerships

Partner-attributed acquisition becomes a reportable channel

Build density. Create culture. Then scale.



Culture

Makes 2night socially relevant

DJs · MCs · creators · campus influencers



Places

Gives users something to discover

Bars · lounges · restaurants · event organisers



Reach

Creates scale and frequency

Radio · digital media · outdoor · PR



Utility

Gives consumers reasons to act

SafeBoda · Uganda Breweries · DKT

Four engines converge around one consumer proposition: “2night is Your Plug.”

Three audiences, three different jobs

Social Explorers

DEMAND

Desired Behaviour

Discover, join, interact, and return

Marketing Approach

Digital, influencers, radio, OOH, activations

Activity Creators

SUPPLY

Desired Behaviour

Create and list events, venues, and activity

Marketing Approach

DJs, MCs, promoters, hosts, venue managers

Commercial Partners

ECOSYSTEM

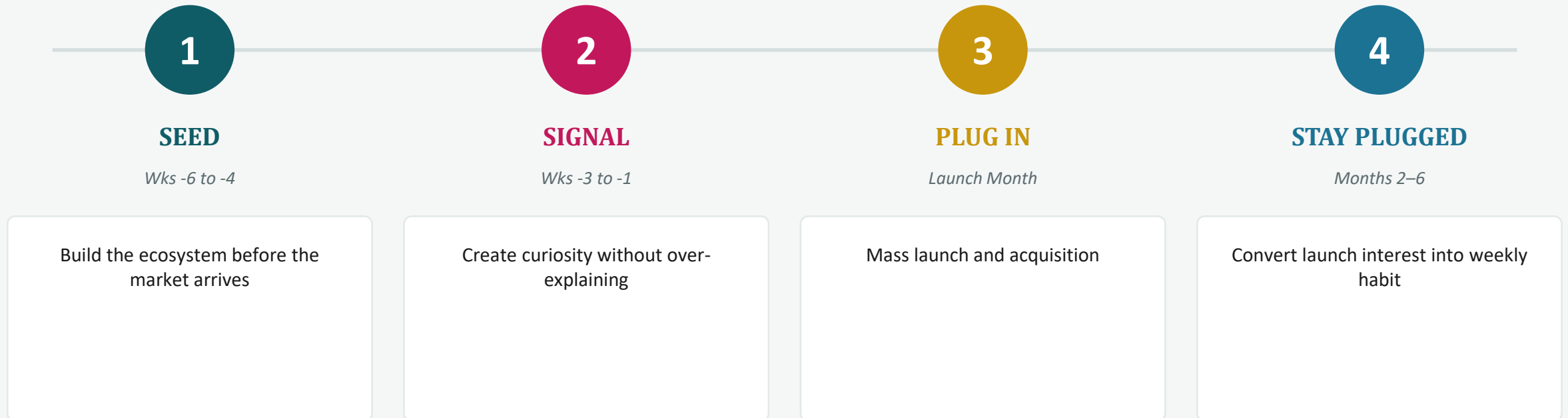
Desired Behaviour

Add reach, utility, and experiences

Marketing Approach

Uganda Breweries, SafeBoda, radio, DKT

From curiosity to habit in four phases



Curiosity → Discovery → Participation → Habit

LAUNCH MOMENT

The 2night Plug-In Party

Launch the platform through the experience it promises — not a conventional launch event.

300–500

Guests

100%

Download + Beacon at Entry

Same-Night

Content Turnaround

- Guests activate Beacons through the night
- DJs and MCs prompt live check-ins on 2night
- Partner offers (Uganda Breweries, SafeBoda) unlocked in-app
- Photographers and videographers capture content for the launch wave

Partnerships scoped to a job, not just a logo

Uganda Breweries

EXPERIENCE PARTNER

Co-branded venue nights & sponsored experiences

SafeBoda

MOBILITY PARTNER

“Find it on 2night → Get there with SafeBoda”

Galaxy + NRG Radio

MEDIA PARTNERS

Weekly “What's Happening 2night?” segment

DKT

RESPONSIBLE SOCIALISING PARTNER

Adult wellbeing & Adult shop items

Demonstrate the behaviour, don't just endorse it

TIER 1 — ACTIVITY CREATORS

100 people

DJs, MCs, promoters, house-party hosts, venue managers, photographers

Every event they run must appear on 2night before it's amplified anywhere else — 1 piece of content per activation, showing the platform in use.

TIER 2 — AMPLIFIERS

150 people

Micro-influencers (5K–50K), campus organisers, content creators

#WhatsHappening2night every Thu/Fri, in a discovery-journey format: “I didn't know what I was doing tonight, so I opened 2night...”

Every channel has a different job



OOH

Fame & mental availability



META

Primary acquisition engine



X

Real-time cultural pulse



Radio

Frequency & cultural relevance



Influencers

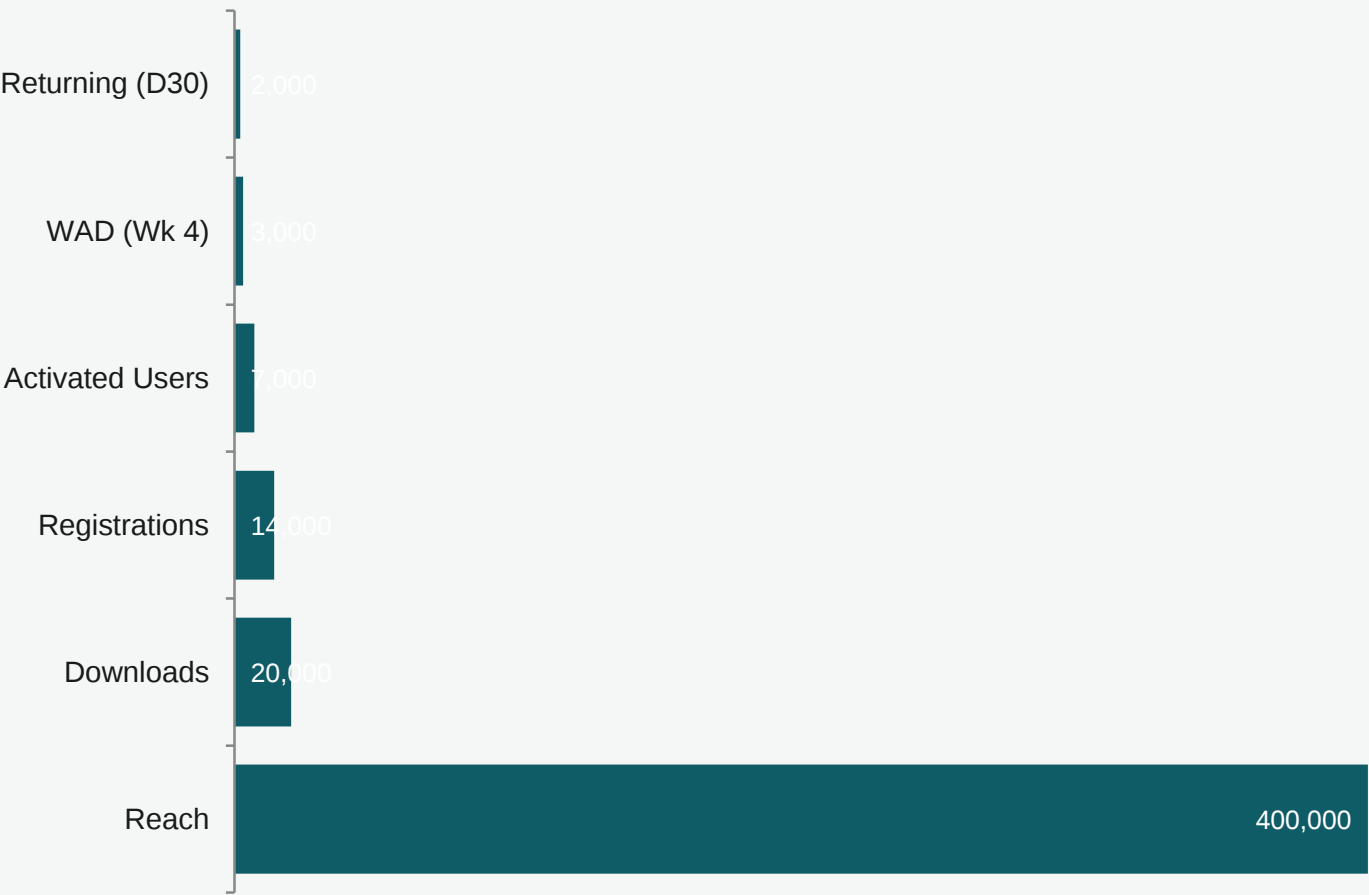
Credibility & demonstration



Activations

Convert awareness into first use

Illustrative launch-month targets

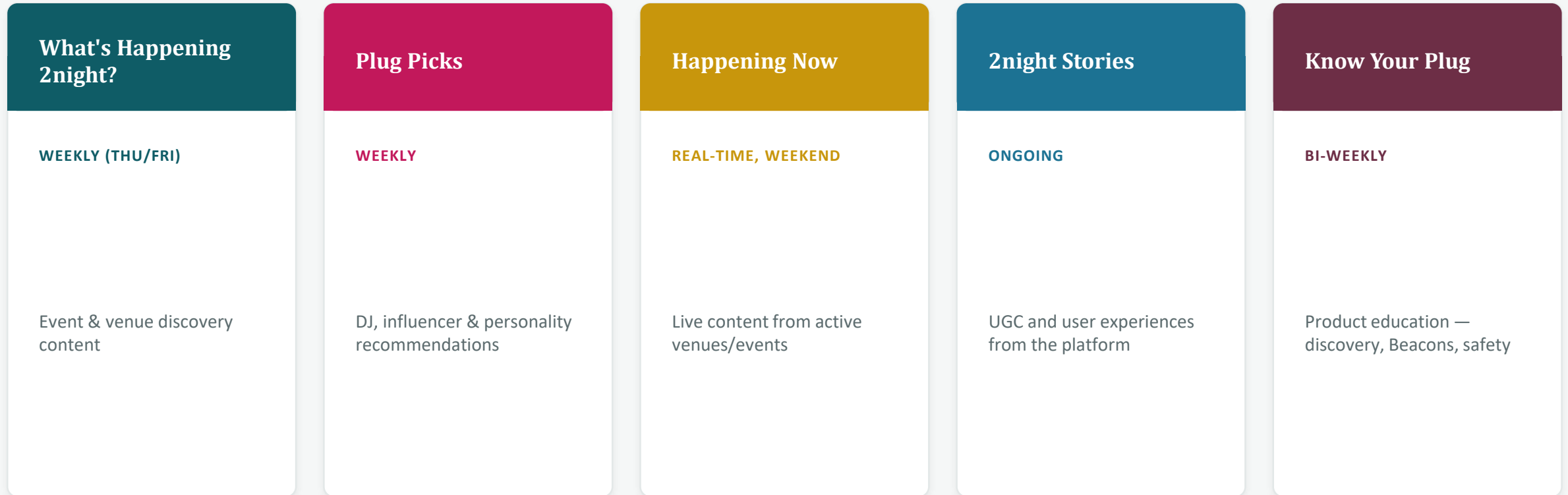


FUNNEL LOGIC

SEE → DOWNLOAD → ACTIVATE →
DISCOVER → PARTICIPATE → RETURN

Every stage carries attribution — QR, influencer link, partner code — so results trace back to the channel that produced them, not just to downloads.

Five standing properties, run on a weekly rhythm



SUCCESS METRICS

The platform-level bar marketing is built to clear

100+

Active Beacons Every Friday

20

Active Partner Venues

500+

Weekly Feed Posts

500+

Weekend Conversations

20

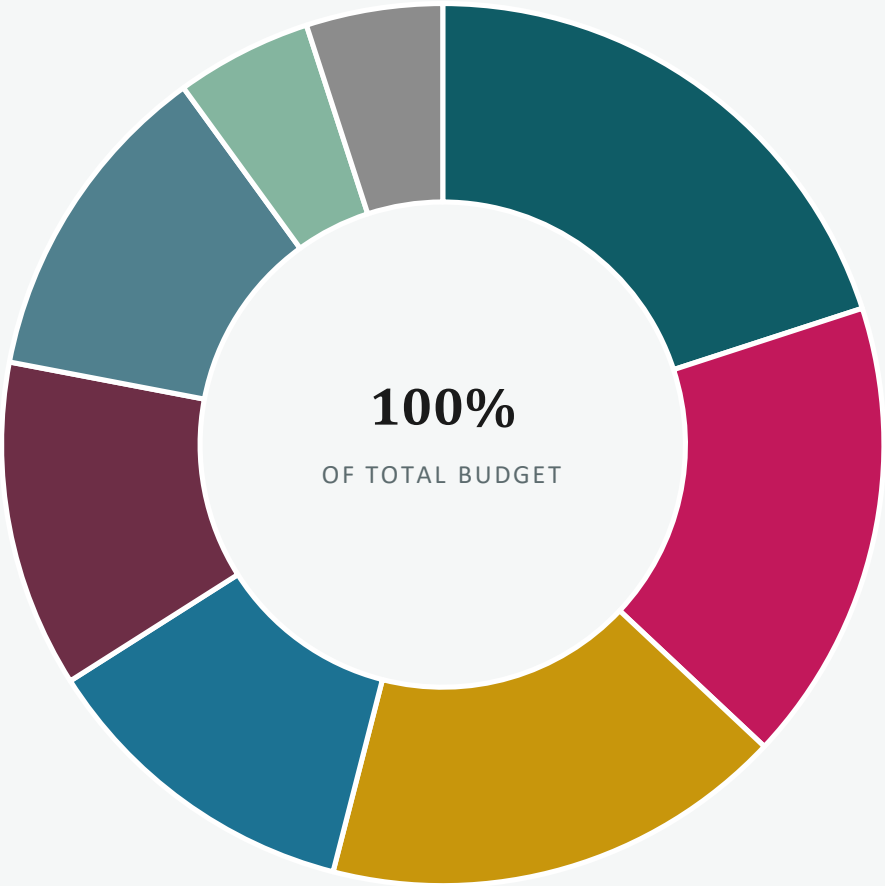
Verified House-Party Hosts

< 5 min

Time to First Interaction

Sourced from the product's Executive Market Entry Strategy — marketing KPIs exist to explain how these are hit, not to replace them.

Eight cost centres, indicative allocation



	Paid Digital	20%
	Influencers	17%
	Launch/Experiential	17%
	OOH	12%
	Radio & Media	12%
	Venue/Campus	12%
	Content Prod.	5%
	PR/Contingency	5%

Percentages are indicative — to be applied to an actual total once budget and partner contra value are confirmed.

THE GTM LOGIC

Seed the ecosystem → Signal that something is coming → Launch into concentrated communities → Create social proof → Convert awareness into activity → Establish weekly behaviour → Scale what produces density.

“2night is Your Plug” sits above this system as the consumer-facing idea. The product strategy remains the source of truth for what 2night is; this plan governs how the market is built and measured.

NEXT STEPS

1

Confirm total marketing budget

2

Sign Tier One ecosystem partners

3

Lock the Plug-In Party date