

Phase 1 — Go-Live Pack

Everything to launch V1 to the 250 — the runbook, the website fixes, the ad concepts, and the Mawn brief. The game is built and clean. Let's go.

2026-06-14 · companion to the Phase 1 Launch Plan + Messaging Bank · fill `{{tokens}}` · tap Copy on any block

✓ **Game status: launch-clean.** All 3 blockers cleared — business-nav stripped, legal-placeholder popup suppressed, leaderboard honestly labeled "preview." The Arcade is ready to deploy as-is.

Launching to the 250 VIPs only — the warmest, most forgiving audience. Keep it small and human. The whole thing is a deploy + a post + replying to comments. You've got this.

A Pre-flight (the day before)

15 min

Deploy the game

Drag the `dist-games/` folder into Cloudflare Pages → get the permanent URL (e.g. `play.pokiyoki.com`). Test it on your phone.

5 min

Create the code

POKIVIP = 15% off, expires Sunday, one use per customer, non-stackable.

10 min

Quick CRO (if you can)

Orange CTAs + the cookie banner (see the CRO tab). Not strictly required for the VIP group, but nice before they click through.

5 min

Pick the post

Grab Post A (warm) or Post B (punchy) from the Messaging Bank. Paste in your live URL. Have the 3 comment-reply templates open in a tab.

B Launch day — hour by hour

Morning

Final phone test, then post

Open the live URL on your phone one more time (adopt a Poki → play → tap the discount).

Then post in the FB VIP group and

pin it

.

First 2 hrs

Reply to EVERY comment

This is the trust moment, not the tech moment. Use the reply templates. Always ask "what did your kid name their Poki?" — it drives the FB algorithm and gives you names to collect.

Afternoon

Send the companion email

To VIPs who aren't active in the group (Messaging Bank → VIP → companion email).

Evening

Glance at the numbers

Cloudflare/Plausible: how many played. Shopify Discounts: POKIVIP uses. That's it — don't over-monitor day 1.

C Days 2–3

Day 3

Re-surface post

"Who's climbing the leaderboard?" (Messaging Bank → VIP → day-3 follow-up).

Day 3

DM your 10 most engaged

Ask each to share the link with one mom friend (the share-DM template). This is your first viral push.

D What you're watching + the gate to widen

METRIC	GREEN LIGHT
Players (unique)	150+ of the 250 in 72h
Came back next day	25%+
Used POKIVIP	5%+ of players

The gate: hit those by ~Day 14 → widen to the 700 buyers, then the 7,000 email (Messaging Bank has both). Under 2% redemption from your warmest audience → fix the loop before paid ads. This whole test costs **\$0 in media**.

Reminder: keep it calm. V1 to the 250 is meant to be small. The goal is signal + a few happy moms sharing, not a blowout.

Exact copy for the pre-launch website fixes the audit flagged — so the store converts when VIPs (and later, everyone) click through. Most are Shopify theme edits.

1 Orange CTAs — exact button labels

Make every primary button orange (#F58C4F) with cream text, and the dominant element on the page. Labels:

SECTION	BUTTON LABEL
Discovery Cup	Get the Discovery Cup →
Starter System	Shop the Starter System →
Family System	Get the Family System →
Product page	Add to Cart — remove/shrink "Buy with Shop" beneath it

2 Size / oz callout

Add under each product title

Holds 14 oz · grows from sippy → straw → open cup, 6 months to 5+ years · every part top-rack dishwasher safe

3 Reviews section

New header (+ add ★★★★★ icons, slow the carousel)

What real families are saying

4 "How it works" section

Rename "Impossible to Mess Up" → with 1·2·3 overlays on the videos

Easy as 1, 2, 3

5 Family savings anchor (lift AOV)

On the Family System (verify \$117 is a genuine reference price — FTC)

4 complete cups, configurable 16 ways.
\$117 value — yours for \$85. You save \$32.

6 Starter reframe (copy only, no repackaging)

Reframe the component list as complete cups

2 complete cups, configurable 16 ways — one magnetic system that grows with your kid. (\$58 of cups for \$45.)

7 The welcome-code decision (highest-leverage CRO call)

The audit flagged the welcome code lands Discovery at ~\$37.93 (feels high, thin margin).

Recommendation: move the welcome code off the \$29 Discovery onto the Starter/Family — it lifts first-order AOV onto a profitable SKU. Suggested banner copy:

Welcome banner

New here? Take 15% off your first Starter or Family System with code WELCOME.

8 Legal / cookie (do before traffic)

- Install a Shopify cookie-consent app (Pandectes / Consentmo) set to **block tracking until consent**.
- Add **Privacy Policy + Terms of Service** links to the footer (Shopify auto-generates drafts).

Add to cart: a straw pack (\$9.99) and extra-caps pack as real SKUs + an in-cart "Buy 2 for \$50" / "complete your set" upsell (weeks 2–3).

3 pain-first static concepts for Mawn/your designer — built from the audit's #1 finding (static won at ~\$12–14 CPA; lead with the frustration, not the features). Each: produce 1:1, 4:5, and 9:16 crops. Lead Family for the profitable SKU.

S1 · The Mold Hook

Family \$85

FIRST 3 WORDS = THE PAIN

"Found mold in another sippy cup last night."

Poki Yoki fully comes apart. Every surface is visible, every piece is top-rack dishwasher safe. Nothing hides. Nothing surprises you at 7am.

→ [The last cup you'll ever buy · pokiyoki.com](#)

S2 · The Cup-Drawer Hook

Family \$85

VISUAL: AN OVERFLOWING CABINET OF MISMATCHED CUPS

"How many cups are in your cabinet right now?"

One Poki Yoki replaces all of them. 16 configurations, one magnetic system, 6 months to 5 years. Lifetime warranty.

→ [Get the Family System · pokiyoki.com](#)

S3 · The Testimonial Hook

Starter \$45

QUOTE-STYLE, PARENT VOICE

"I'm tired of throwing sippy cups away."

So we built one you never have to. 12 magnets, lock-in assembly, fully dishwasher safe, lifetime warranty. 571% funded on Kickstarter.

→ pokiyoki.com

S4 · Competitor-adjacent (IP-safe test)

Family \$85

NAME THE CATEGORY PAIN, NEVER A BRAND

"Tired of unscrewing the cup and finding mold inside?"

Same. So we built something different — a cup that comes fully apart, cleans completely, and grows with your kid. (Target competitor interests; never name a brand.)

→ [See how it works · pokiyoki.com](#)

Designer notes

- **Hook first, features second.** The opening line is the pain; the features close the sale.
- **Muted-watchable** — readable with sound off; text + visual carry it.
- **Brand colors** (the audit loved the visual identity) — keep it bright + cohesive.
- **3 crops each:** 1:1 (feed), 4:5 (feed tall), 9:16 (Stories/Reels).
- Run S1–S3 against each other in the cold ad set, equal budget, read at 7–14 days.

The one-page brief to give Mawn before the next paid push — the attribution truth + the account restructure. Make "report both numbers" a condition of launch.

1 The attribution truth — report BOTH numbers

NUMBER	VALUE	USE
Meta pixel CPA / ROAS	~\$69 / ~1.0x	What the pixel says. Over-attributed. Optimize toward it, but it is NOT the scorecard.
Shopify ground truth	~0.2x / \$300+	What actually cleared. The real scorecard. Must appear in every weekly report.
Best static CPA	~\$12–14	The lever — proof of the ceiling once structure + creative are fixed.

Paste into Mawn's brief

Report both Meta-pixel CPA/ROAS AND Shopify-attributed CPA/ROAS every week. We optimize delivery to the pixel but judge success on Shopify-attributed orders. Do not report a pixel "win" without the Shopify number beside it.

2 Account restructure

- **Archive** the 5–7 interest ad sets (archive, don't pause — clears learning-phase debt).
- **2 campaigns, 2 ad sets:** (A) Cold — Advantage+ broad, US, 25–45, ~70% budget, the 3 pain-first statics, lead Family. (B) Warm retargeting — site visitors 90d + video viewers + IG engagers, exclude purchasers, ~30%.
- **Fix the pixel** (fire on completed orders only — March's "conversions" were soft events) and **tag audience segments** (engaged / purchasers / new — currently "Unknown").
- **Learning budget:** ~\$1,400/wk/ad-set to exit learning. Under that, run ONE ad set (cold). Underfunding two is worse than one.

3 Creative direction

- **Static-first, pain-first** — not the feature-heavy blue graphic. The 3 concepts (Ads tab) lead.
- **Lead Family** (\$85, CM2 ~\$50) for the profitable conversion; Starter loses above ~\$22 CAC.
- **Video later, 9:16 UGC only** — 3-sec hook, parent-lifestyle, no horizontal repurposing.
- A real-kids photoshoot is the highest-leverage creative investment — schedule it.

4 Kill-switches

- Pixel CPA > \$69 (the June baseline) → diagnose creative/structure.
- Shopify-attributed CPA > \$200 → escalate; don't keep spending on a pixel mirage.

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