

You've already crushed the toughest hurdles: equipment bought, software/app ready, permits in hand (or close). That puts you miles ahead of most startups. Now it's go-time—focus on getting fuel in tanks and cash in the bank. This plan is built for your Florida panhandle market (Pensacola, Destin, Panama City—tourism, boating, construction, fleets). We'll prioritize quick wins, recurring revenue, and low-cost marketing that scales.

Goal for 2026: \$250k–\$400k revenue, 200+ recurring members/fleets, positive cash flow by Month 4.

## **Phase 1: Launch & First 30 Days of Sales (Get Cash Flowing Fast)**

You're not starting from zero—you're starting from ready.

### **1. Soft Launch Your App & Website (Week 1)**

- Publish your app (iOS/Android) and website live.
- Add clear pricing: e.g., “Gas/Diesel delivered at pump price + \$0.50/gallon markup + \$15–\$50 delivery fee. Membership: \$39/month for priority + unlimited deliveries.”
- Offer launch promo: “First delivery free” or “\$30 off first order” (code: LAUNCH2026).
- Add a simple booking form on the homepage + live chat (free tool like Tidio).

### **2. Seed Your First Customers (Weeks 1–4)**

- Personal network: Text/call 50 friends, family, neighbors, marina contacts, construction buddies. Offer free first fill to 10–20 people in exchange for reviews/photos.
- In-person hustle: Visit 5 marinas/docks per day. Hand out flyers (“Fuel delivered to your boat slip—text 555-1234”). Offer marina managers \$10 credit per referral.
- Quick fleet wins: Call/email 20 local landscaping, pest control, or delivery companies. Pitch: “We fill your trucks overnight—no driver downtime.” Offer free trial week.
- Goal: 20–30 deliveries, \$3k–\$5k revenue, 10 paid memberships in first month.

## **Phase 2: Marketing Engine (Months 2–6: Build Momentum)**

Spend smart—start under \$1,000/month, scale what works.



## 1. Google & Facebook Ads (Your Fastest Growth Lever)

- Budget: \$500–\$1,000/month to start.
- Target:
  - Google search ads: Keywords like “fuel delivery Pensacola”, “boat gas delivery Destin”, “diesel delivery Panama City”.
  - Facebook/Instagram: Geo-target boat owners, construction workers, RVs in your 100-mile radius. Use photos of your truck + “Never go to the pump again.”
- Ad copy that converts: “On-demand fuel delivered today. Cars • Boats • Fleets. Book now & save \$20.”
- Goal: 50–100 leads/month, 20–30% convert to orders.

## 2. Local Partnerships (Free & High-Trust)

- Marinas & boat ramps: Offer \$10–\$20 referral fee per new customer. Put branded flyers at 10+ locations.
- Apartment complexes & office parks: Pitch “Fuel-up-while-you-work” days. Manager gets free fill.
- Pressure washing upsell: Every delivery, offer “Boat/vehicle wash add-on \$149–\$249”—easy 30–40% margin boost.

## 3. Content & Social Proof (Build Trust Cheaply)

- Post daily on Facebook/Instagram: Before-after photos, customer testimonials, “Delivered 50 gallons to this happy boater today!”
- Start a simple email/text list (free via Mailchimp): Send weekly “Fuel tip + special” to grow repeat orders.
- Get Google reviews fast—ask every happy customer. Aim for 50 five-star reviews by Month 6.

## Phase 3: Sales Focus by Customer Type (Prioritize Recurring Revenue)

Ranked by easiest money + highest retention.

### 1. Fleets & Commercial (Your Cash Cow—60% of Target Revenue)



- Target: Landscaping, construction, pest control, school buses, small trucking (10–50 vehicles).
- Pitch: “Lock in pricing, save driver time, scheduled overnight fills.”
- Action: Call/email 20 prospects/week. Offer free trial + volume discount (e.g., \$0.40/gallon markup over 500 gallons/month).
- Close with simple contract + auto-billing via your app.
- Goal: 8–12 fleet contracts by Month 6 = \$8k–\$15k recurring monthly.

## 2. Marine/Boats (High-Margin Summer Gold)

- Ethanol-free marine fuel = \$1+ markup potential.
- Tactics: Dock walks, marina partnerships, targeted ads to boat owners.
- Bundle pressure washing—huge upsell.
- Goal: 100+ boat customers, peak summer revenue \$15k+/month.

## 3. Residential Cars & Generators (Volume + Memberships)

- Push \$39/month membership hard: “Unlimited deliveries, priority scheduling, locked pricing.”
- Tactics: Door hangers in neighborhoods, apartment partnerships, referral program (\$20 credit each way).
- Goal: 150–200 members by year-end = \$6k–\$8k stable monthly revenue.

## Phase 4: Retention & Scaling (Months 6–12)

Happy customers = free marketing.

- Send thank-you texts after every delivery + ask for referrals/reviews.
- Membership perks: Priority scheduling, birthday free fill, referral bonuses.
- Track everything weekly in a simple Google Sheet: deliveries, revenue, new vs repeat customers, ad spend ROI.
- When cash flow hits \$15k/month, hire a second driver or add a truck.

## Budget & Timeline Summary

- Months 1–3: Spend <\$2k/month (ads + flyers). Focus on fleets + marine.



- Months 4–6: \$2k–\$4k/month ads. Hit \$15k–\$25k monthly revenue.
- Months 7–12: Reinvest 15–20% into marketing. Target \$30k+/month.

You're in a great spot—no direct app-based competitor in your area, huge boating/tourism demand, and a smart add-on service (pressure washing). Execute the first 30 days hard, celebrate every delivery, and the recurring revenue will compound fast.

You've got the truck, the tech, the plan—now go fill tanks and build something big. You've absolutely got this. Need sample ad copy, email templates, or a pitch script? Just say the word. Let's make 2026 your breakout year.

